

STATE OF DOWNTOWN

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STATE OF DOWNTOWN ANNUAL MEETING HOSTED BY



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Big downtown projects helping to bring the recovery home

By Mayor David H. Bieter

You've probably heard the maxim, coined years ago by former U.S. Speaker of the House Tip O'Neill, that all politics is local. Meaning that, regardless of the level of government, what matters is how it improves the lives of individuals, families and neighborhoods.



Mayor David H. Bieter

I'd like to suggest (although I'm hardly the first) that all economics is local, too. That even though the nations of the world are connected through an enormously complex, interlocking system of markets and currencies, production and consumption, the important thing is how all of it ultimately affects individual workers, business owners and communities.

As proof of this, we need look no farther than downtown Boise during

the past 12 months.

A year ago, our city center was just beginning to see hints of recovery from the worst recession in several generations. New businesses were opening up every week, but their initiative and enthusiasm were overshadowed at times by the recent closure of Macy's, the shuttering of several popular restaurants, even the decision by Starbucks to depart downtown. All of that reflected the ongoing anxiety at the regional and



Courtesy Downtown Boise Association

national level that another bad economic shoe might drop at any time.

Fast-forward to today, and so far, no shoe. No one can say for sure, but at this point the worst really does seem to have passed us. Nationally, the numbers for employment, housing prices and retail sales all seem to be headed in the right direction. And again, those positive trends are visible at the ground level throughout Boise and especially downtown in some really big ways.

Consider:

The JUMP project, Jack's Urban Meeting Place, one of the largest single mixed-use developments our city has ever seen, has won approval from Boise's Planning and Zoning Commission and is slated to move toward construction at the foot of the connector, downtown's western gateway.

Whole Foods, a well-known national retailer, is scheduled to break ground this summer on another mixed-use development on another expansive site on the east end of downtown.

On downtown's southern doorstep, the City of Boise just last month approved a long-term lease of the old Shaver's warehouse, which will be renovated with private dollars and serve as the new headquarters of the high-tech firm Biomark.

The City of Boise has been deeply involved with these projects and many others – not just as regulators, but also as facilitators. That's our job. Our vision is to make ours the



Courtesy Downtown Boise Association



Courtesy Downtown Boise Association

most livable city in the country and key to achieving that goal is promoting a strong and diverse local economy while ensuring that our growth is sustainable, safe, healthy and environmentally responsible.

Our residents are demanding that we push even harder. In the City of Boise's most recent biennial Citizen Survey, conducted last fall, unemployment and the economy were cited as the most important issues facing the community. Attracting and retaining businesses came in a close

second to public safety as the public's top budget priority.

The state Legislature hasn't given local communities many tools to use in supporting companies and creating jobs. But at City Hall we're using everything in our kit to make sure Boise is open for business. All economics is local, and we need to make sure that the national economic recovery doesn't pass us by.



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Thinking and planning in – and outside – of the box

By Kären Sander

I was pleased to join leaders from western cities last November at the Rocky Mountain West Urban Leadership Symposium in Denver. The Symposium's lineup of speakers provided thought-provoking ideas and inspiration about the issues impacting urban centers, including how the statistics on changing demographics in our urban centers give us pause to consider how we are adapting for the future.

In addition to the demographic and social trends shaping our urban centers, we examined the increasing pressure to become more sustainable. At the core, this includes the need to have frank discussions about zoning codes to eliminate sprawl and the health consequences of air pollution. The use of technology is increasing at a rapid rate, providing new opportunities for car- and tool-sharing programs. Other hot issues include the need to foster innovation, be an economically competitive city, and the creation of great places that help define the pedestrian experience.

Thinking and planning outside the traditional model of how we have always done business is a must, including housing and transportation choices and dealing with the impacts on our environment. The message was loud and clear – think differently, collaborate, and act now... or be left behind. The Downtown Boise Association has, and continues to, collaborate with many agencies and organizations to ensure success for our future including among many, the City of Boise, Capital City Development Corporation, Ada County Highway District, the Boise Police Department and Valley Regional Transportation.

The City of Boise's current comprehensive plan was adopted more than ten years ago, and since then we have sustained an increase of 47,000 residents, 10,700 homes and 28,000 jobs. With increases estimated over the next 20 years of 70,000 residents, 30,000 homes and 80,000 jobs, the need to adequately plan for the future is critical. DBA has had the opportunity to provide input for the downtown section of Blueprint Boise, the city's new comprehensive plan currently under review that will guide future development and growth.

The plans for a robust public transportation system in the valley include the Downtown



Courtesy Mountain West Sports Photography

Boise Multimodal Center, which will replace the current on-street transit mall on Main and Idaho streets. The DBA is a proponent of the new center and continues to be involved in the planning process. In addition, the DBA is leading an effort to evaluate car-sharing programs for downtown workers and residents and continues to work to create new solutions for bike parking, including bike lockers and corrals.

Downtown Boise has great places that encourage the gathering of people including the Grove Plaza, 8th Street, the Basque Block and the many green spaces of the city's park system that exist in and near downtown. As part of the comp plan, more green space and pedestrian-friendly spaces are encouraged, thus maximizing the opportunity for sidewalk cafes, public art and a lush canopy of street-side trees. The planned Jack's Urban Meeting Place (JUMP) project, a gift to the city from the Simplot family, will increase the great gathering place quotient in the near future. Downtown Boise Association hosts many events that take advantage of spaces like the Grove Plaza,

providing for quality experiences year after year.

The Downtown Boise Association, in partnership with many agencies, is exploring green strategies for downtown including recycling and alternative trash programs and composting for restaurants. Many downtown property owners have already taken steps to include energy efficiencies in their buildings. New programs are being explored, including an effort to update to "smart" meters for on-street parking. In addition, CCDC will be incorporating new parking technology in the public parking garages, providing for a more consumer-friendly system.

Despite the current economy, downtown remains a strong business and cultural center. However, we must not rest. With continued hard work, collaboration and attention to the changing landscape, we are poised to stay strong in ensuring prosperity for our place, downtown Boise.

Kären Sander is the Executive Director of the Downtown Boise Association

Downtown Office

Current office vacancy within the downtown core is just under 12 percent – approximately 415,000 square feet of direct vacant and sublease space. Downtown remains the strongest submarket in the Boise metropolitan statistical area (MSA) when compared with the rest of the Treasure Valley office submarkets. Several analytical software companies have expanded their presence in the downtown core: Clear Water Analytics recently expanded into 11,500 square feet of office space and White Cloud Analytics continues to add to its operations. BioMark, a company specializing in electronic identification of fish and wildlife, plans to relocate and expand its headquarters downtown, next to the main library, in early 2012.

Downtown Retail

The unique vibrancy of downtown and its diverse shopping demographic has attracted a number of national and local tenants to the core. The most recent tenant to call downtown home is Fork, a stylish restaurant and bar with an emphasis on locally grown ingredients. Other new tenants include The Matador, The Rediscovered Book Shop and the Vietnamese Baguette Deli. The downtown vacancy continues to hover in the 18 percent range because of the loss of Macy's.

Downtown Hotels

Business travel is beginning to come back to Boise. The occupancy levels for 2010 and the first quarter of 2011 increased by nine percentage points over the previous year stabilizing at approximately 59 percent. That's still off from the highs of 2006-2007 but a vast improvement from the bottom of the market.

Downtown Residential Projects

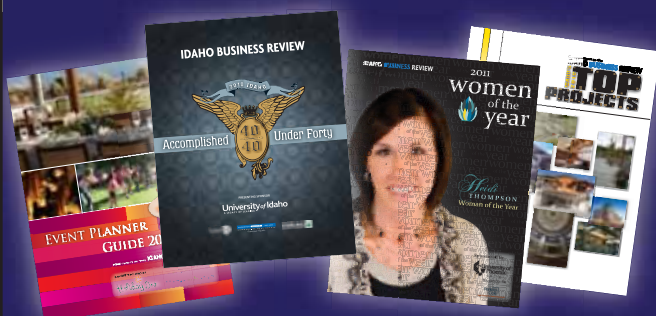
Downtown residential sales continue despite softening market conditions and limited financing options. Currently, 260 units have been completed. Projects range from a mid-market to luxury condominium units. A couple of projects are currently in foreclosure, which has caused a re-price of the units upon exit from bankruptcy. There have been several examples of short sales which show that there is significant demand once the price reaches a range between \$180-\$250 dollars per square foot. Continued low interest rates coupled with the extension of the tax credit for first-time buyers should also help generate demand.

The "State of Downtown" 24th Annual Meeting will be held 7:30 to 9 a.m., Thursday, April 28th at the Boise Centre hosted by the Downtown Boise Association and co-presented by Capital City Development Corporation and the City of Boise. We invite you to participate in this annual event that brings to you the highlights of the past year of the Downtown Boise Business Improvement District's accomplishments. For more information, contact the DBA at 472-5251 or email at info@downtownboise.org.

Courtesy Mountain West Sports Photography



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From Plans to Places

By Phil Kushlan

The Great Recession officially ended nearly two years ago but in Idaho its effects remain. For the first time in nearly a decade, Boise's unemployment and home foreclosure rates are higher than the national average and the gap is widening. Both indicators are consequences of the collapse of the overbuilt residential development sector. Unemployment is seen in all parts of Idaho's economy, but construction – especially residential construction – continues to have the highest rate. The correction in that market suggests the recovery here will be slow. However, we need to guard against a return to the same habits and patterns of development that got us into trouble in the first place.

We can't look to the outside to solve these problems, nor should we expect most jobs to be recruited from elsewhere. Recently we learned that only about two percent of job gains (as well as job losses) in the average U.S. state are attributable to business relocations. On the other hand, more than 95 percent of new jobs created between 1992 and 2006 came from the expansion of existing businesses and the birth of new ones. This confirms lessons we learned a decade ago in the Boise Smart City Initiative,

although the percentage is now even higher.

The best new jobs happen when smart, creative people gather together and brainstorm. This sounds simple but assembling some of the components can be tricky. You get creative people in two ways: develop them locally with a robust and challenging educational system or attract them from elsewhere to a locale's environmental endowments and its cultural "scene." You generally can't make desirable environments, like mountains, rivers and fresh air – if you're blessed with it, at best you can practice good stewardship to conserve it.

Only slightly less difficult is creating a desirable cultural scene, building on attributes of the local history, arts and social experience. The scene must be attractive and authentic, though, or creative people won't be interested. Where a community can make the biggest difference is in the gathering place – more specifically, in making places where creative people can easily and comfortably come together. This is where Capital City Development Corporation (CCDC), in partnership with the Downtown Boise Association (DBA), the city of Boise and others, has been focusing its efforts.

People tend to gather in lively, dense, interesting downtowns.

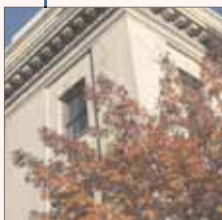
In Boise, we have used public placemaking investments to catalyze a downtown that is the envy of many. The Grove Plaza, 8th Street, Basque Block, BoDo and numerous other improvements are examples of placemaking that works to create a vibrant public realm and to attract new private development. We're working now to extend these investments to downtown's gateways, the emerging Linen District, the Cultural District (south of BoDo to the river), Pioneer Corridor (linking downtown to the river through the River Street neighborhood) and elsewhere.

Successful places are the result of careful planning and strategic implementation. Plans are made by professional planners and designers, private property owners, elected officials and the general public all working together. Plans represent the community's collective vision. The vision then must be followed by investment and hard work to turn good plans into good places.

Phil Kushlan is the executive director of the Capital City Development Corporation.



Courtesy of Downtown Boise Association



Capital City Development Corp.

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Our mission:

Find what makes Boise unique

Former rock band tour manager Roger Brooks shares his formula for city success

By Sharon Fisher

When Roger Brooks visits a new city, the first thing he looks for is what he calls “the gateways.”



Roger Brooks
CEO Destination Development
International Inc.

“First impressions are always last impressions,” says Brooks, CEO of the Seattle-based Destination Development International Inc. “Does yours live up to what you want it to say?”

Brooks will be in Boise, which he says he’s visited “many times” but not for the past several years, to speak at the State of Downtown Annual Meeting at the Boise Centre.

“How can we improve our place so it becomes a destination, not just for tourists, but for tourists and locals alike?” asks Kâren Sander, executive director of the Downtown Boise

Association. She wants to look through the eyes of someone coming here for a business meeting, someone coming through Boise to a final tourism destination and someone who might live just ten or 20 miles away.

That’s exactly the approach Brooks encourages. “If the locals don’t hang out there, neither will visitors,” he says. For example, he says that 70 percent of all consumer-spending takes place after 6 p.m. – are shops open then? Or do the sidewalks roll up at 5 p.m.?

You might think Brooks got to where he is today by studying economic development or marketing, but three decades ago, he was a tour manager for groups such as Earth, Wind & Fire, the Eagles and Fleetwood Mac.

“In my 20s, I was coordinating tours, before cell phones,” he says. “You can imagine what it was like. I had ulcers.”

One of his clients said he should get out of the concert industry, and he got the chance to help develop Whistler Resort in British Columbia, Canada, for 10 years. After that, he heard from the city of Ocean Shores, Washington. Since then, he’s worked in a thousand cities across the U.S., Canada and Europe.

What he’s learned is that the most important aspect of a city is

what it wants to be known for – its brand.

“What puts Boise on the map?” he asks. “You cannot be generic in your marketing. Everyone has outdoor recreation, so you can’t hang your hat on that. What do you have in Boise that I can’t get closer to home if I live in Salt Lake City or Rexburg?”

Once the city has decided on its brand, the next question is, what backs it up? And cities shouldn’t be afraid to create that, Brooks says.

“If you want to be the ‘family destination for Idaho,’ put carousels in the public park and make it all about kids and families,” he says. “If you want it to be about sports, then downtown will look and feel a whole lot different.”

Cities make the mistake of revitalizing their downtowns and creating streetscapes before they know what they want to be, he warns.

The third step is marketing – telling the world.

“You’re driving your stake in the ground that says, ‘We own the antique capital,’ or ‘the bird watching capital,’ or whatever it is,” Brooks says.

Brooks’ company surveyed 400 successful towns and downtowns, and found 20 common ingredients that helped make them successful. Not every city had all 20, but most cities had many of them. He wouldn’t provide the whole list of ingredients – that’s what he’s speaking about, after all – but he did share some.

Is there life after 6 p.m.?

Is there a way-finding system to help people find directions?

Is there good curb appeal, not just for beautification but to help people – especially women, who control 80 to 85 percent of the spending – feel safe?

Are there visitor information services?

Is there a good business mix, with like businesses grouped together, such as antique malls and food courts? Or do you find a Laundromat next to the antique store?

Online access means it can be easier than ever for a potential visitor to find a city, but that’s a double-edged

sword, because it means that much more competition.

“The Internet has changed everything,” Brooks concludes. “We can find every town in the United States in five seconds. If you want to stand out from the crowd, what sets you apart? You have to start with that.”

Sharon Fisher is a Treasure Valley-based freelance writer.

*3rd step: Tell the world.
“You’re driving your stake in
the ground that says, ‘We
own the antique capital,’ or
‘the bird watching capital,’ or
whatever it is.”*



Courtesy Roger Brooks

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Located in the heart of downtown Boise, Angell's provides the perfect setting and location for business lunches and special occasions. As you enter the restaurant, you immediately sense that you are in a fine dining establishment, yet the atmosphere is casual and relaxed.





Photo by Thomas Lea Photos

Capital City Public Market takes root and blossoms in downtown Boise

By Patti Murphy

As far as local, grassroots success stories go, the biography of the downtown Boise Capital City Public Market could be at the top of the bestsellers list. Launched in 1994 with a modest 12 vendor booths on a single city block, the open-air market has grown to a burgeoning 166 vendors stretched along six city blocks and throughout the Grove Plaza.

According to its executive director Karen Ellis, that success translates into about \$4.8 million in annual economic impact to the city of Boise. Not bad for an event that once used to huddle

in the dirt lot now known as the “Boise Hole” at 8th and Main.

Even Ellis admits that the growth has been “pretty incredible” and says, “A couple years ago we did a rapid market assessment and counted more than 17,463 adults at the market in only four hours.” In April 2010, they estimated there were about 20,000 adult market-goers within the four-hour span.

The seed for the Capital City Public Market took root years ago when Ellis first visited Seattle’s Pike Place Market and came away committed to getting a local farmer’s market going in Boise. She found financial and corporate support in the S-16 Corporation (a real estate management and development company) for the first

two years. When that support ended, the market became a fast-growing, member-owned non-profit organization.

In 1998 the market was presented with a fortuitous opportunity to expand when various downtown businesses started lobbying for the shutdown of 8th Street between Bannock and Idaho. They wanted it closed off on Saturdays so the market could move from its dirt lot onto the pedestrian-friendly street. A few years later, the market expanded into the Grove Plaza and established a new section for emerging artists.

"People tell me that the market reminds them of a European market where people sit out at sidewalk cafes," Ellis says. "It's a bit of an interesting logistical challenge to pull it off because most farmers markets are in parking lots, so we're very lucky."

With the influx of tens of thousands of people heading to the downtown market each Saturday, other merchants also reap the benefits, according to Karen Sander, executive director of the Downtown Boise Association.

"The Capital City Public Market provides a very positive impact for downtown Boise," says Sander. "The market is certainly a draw, and downtown happens to be the lucky beneficiary with the added vibrancy and activity it creates. We appreciate the quality of the organization that Karen Ellis and her team put into the market."

The criteria to be a vendor at the market are simple but stringent.

"They need to make, grow and produce whatever they sell," Ellis says, adding that it is an all-Idaho market except for a few Oregon berry producers who have been participants since the beginning. The market is about half agriculture vendors and half art, specialty food and wine vendors.

"Our mission is to always support the smallest business and agricultural producer and help incubate them as we grow, too," she says. "We want to help our community build a sustainable food system so we're not dependent on other countries for our food supply."

Last year, with the help of the Unitarian Church and the Wholesome Wave program, the Capital City Market began accepting electronic benefit transfer cards from food stamp recipients. "The Unitarians raised about \$5,000 and the Wholesome Wave program matched that," Ellis says. "Food stamp recipients could swipe their benefit card for \$20 and we could give them an additional \$10 from the

grant, which extended their opportunity to get fresh food and good meat and milk at the market.

"The Unitarians did such a great job with it that they were asked to go to Pocatello to help them replicate our model. We're really proud of that – it's our way of helping to give back to the community."

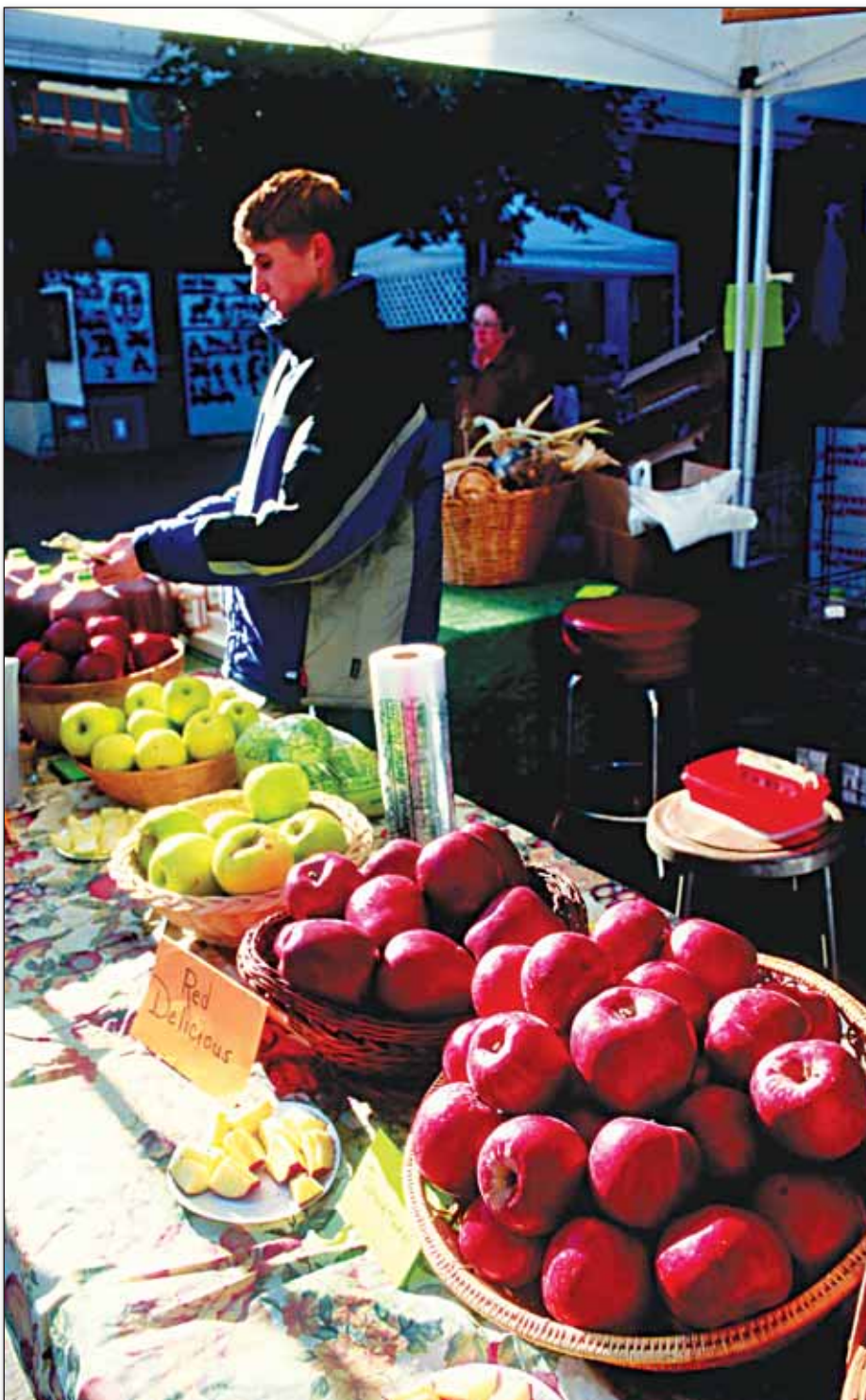


Photo by Tom Volk

Ellis says the Market is going to audition and schedule performers who will be able to accept donations through “busking.” And, Market-goers are in store for some added new features this year, Ellis says, including a fish vendor, fresh roasted chickens, a taco vendor and possibly some food booths operated by local refugees.

In addition, the Toyota Farm to Table Tour selected the Capital City Public Market as one of its exclusive stops this year. It is slated for Saturday, April 23. The program travels to farmers markets around the country to help promote the connection between chefs and the farmers that produce and sell locally grown ingredients. The market receives a \$5,000 financial donation and local chefs are selected to create bite-size tastings featuring market ingredients.

Ellis’ long-range dream is to eventually house the market and other eco-oriented businesses in a dedicated building.

“We actually are working toward finding the opportunity to do that, and we’ve formed a non-profit called the Idaho Center for Sustainable Agriculture which will have a booth at the market to provide information. We are also starting a capital campaign to try to find a building downtown, although we don’t have some of the great old buildings to rehab, as some other cities do. Of course I will dream of having the hole in the ground until they put something there, since that’s where we started out,” she laughs.

“The market is definitely in my soul and I’m very fortunate to have been with it from the start and to be able to watch it grow.”

Patti Murphy is a Treasure Valley-based freelance writer.



Photo by Thomas Lea Photos

Downtown Boise



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Downtown Boise:

'It's a Beautiful Day in the Neighborhood'

By Michael Boss

Little more than two decades ago, there were plenty of skeptics when it came to the future of downtown Boise. It was nearly impossible to have a conversation about the “personality” of the City of Tree’s urban core that wasn’t rife with pejoratives like “wasteland” and “Beirut” – and the second epitaph was not in reference to that city’s one time status as the “Paris of the Middle East.”

Stephanie Telesco, co-owner of Boise restaurant icon Brick Oven Bistro, remembers the visit of a friend from Argentina not long after the restaurant’s relocation from Old Boise to its current site at Boise Centre on the Grove.

“She, like I, came from a country where plazas were the centers of activity,” Telesco says. “She woke up on a Sunday at what was then the Statehouse Inn and looked down at our ‘plaza’ where nothing was moving. She told me that she thought she’d been brought to a wasteland! She wasn’t far wrong.”

Looking at that same landscape today, Telesco’s friend would no doubt have a very different perspective, thanks to a handful of developers, the efforts of private and public sector organizations, and the sheer determination of Boiseans to enjoy a thriving urban culture. And if the epicenter of a revitalized downtown was once more popularly thought of as bordered by Bannock and Main between 9th and 6th streets, its cultural and economic center of gravity is shifting inexorably south and west thanks to BoDo, the Linen District and a growing concentration of artistic groups clustering in the shadow of the Boise Art Museum and the Library as one nears the Boise River.

Arguably, the oldest “neighborhood within the neighborhood” of downtown Boise is Old Boise, which was established in 1974 as an LLC by Joan Carley in her efforts to preserve the Pioneer Building from “urban renewal.” After purchasing the historic building, she realized it would need parking to be commercially viable, and thus began the process of development that her son, Clay Carley, continues today as general manager of Old Boise, LLC.



Courtesy Capital City Development Corporation

"Thanks to my mom, Old Boise was placed on the National Historic Register by the Department of Parks and Recreation," says Carley. "It is basically defined as the area from Idaho to Grove, and from 5th to Capitol – minus the City Hall. It contains the largest collection of historic commercial buildings in Idaho, including the Basque Block."

"You get a clear sense of a commercial downtown that existed 100 years ago – of stepping back in history, but with a feeling of purpose and cohesion"

More than anything, it is this sense of history, which Carley likens to Larimer Square in Denver, that defines the Old Boise experience.

"You get a clear sense of a commercial downtown that existed 100 years ago – of stepping back in history, but with a feeling of purpose and cohesion," he says.

As rich as Old Boise's history is, however, Carley is looking to the

addition of new residential projects, such as nearby Jefferson Place, to create greater retail impetus. He cites a feasibility study by the Capital City Development Corporation (CCDC) that projects the need for 2,500 units of housing to keep up with Boise's growth over the next 10 years.

"That would certainly drive more residential development downtown if it was the right kind at the right prices," Carley says.

Part of Old Boise's appeal, at least for the 21 to 30 crowd, is its bar scene and nightlife. But Carley wants to attract businesses that will appeal to a more "sedate" audience. In this, he might hope to emulate the success of 8th Street between Bannock and the Center on the Grove, which has become something of a mecca for locally-owned eateries, as well as the site of the Capital City Public Market, which operates almost every Saturday between April and December.

Capital City Public Market executive director Karen Ellis has been amazed at the success of the market, which provides an outdoor venue



David Hale, developer



Photo by Downtown Boise Association

"I'm very bullish about being downtown."
Cameron Lumsden

that connects folks from all over the Treasure Valley with local artists, artisans and food producers – and brings between 18,000 and 20,000 pedestrians to the streets of downtown Boise during its summer peak.

"We recently used a template created by the a national organization called the Project for Public Spaces to determine the multiplier effect of this number of people on adjacent businesses, and it came out to \$4.5 million," says Ellis.

One of the businesses along the 8th Street corridor that believes it will benefit from the "multiplier effect" that Ellis cites is Fork, a restaurant that recently opened in the historic Boise City National Bank Building at 8th and Idaho.

"I'm very bullish about being downtown," says Cameron Lumsden, president of Lumsden Restaurants, LLC, the owners of Fork. "We have a beautiful historic building that I believe we have given the respect it is owed and long existing restaurants on 8th Street, as well as new ones like Matador, that have brought a lot of energy to our local food scene. Best of all, our proximity to the Public Market allows us to 'forage' for our menu and makes our restaurant a place where people who come to the market can experience a deeper connection to our local food movement."

The most significant recent addition to downtown Boise's neighborhoods has been BoDo, which has used its cachet of urban hip to attract some national chain tenants that currently include P.F. Chang's and Urban Outfitters, along with a number of smaller, independently owned retailers. It's brought shopping and entertainment; however, many of BoDo's neighbors see its most significant contribution as moving downtown Boise's center of gravity further south – which then opens up an emerging neighborhood focused on the arts and culture.

Helene Peterson, managing director of Boise Contemporary Theater (BCT) on Fulton Street just south of BoDo, has been excited to see growth in a number of artistic ventures taking place around her. As one of the "anchor" arts groups between BoDo and the Boise River, BCT joined its well-established neighbors, Opera Idaho and the Boise Philharmonic in 1999 as the core of what she sees as the city's "Cultural District." The offices of the Idaho Shakespeare Festival



Photo by Downtown Boise Association

now call this neighborhood home, as do the Boise Art Museum and the Library – and the newest kid on the block is none other than Trey McIntyre Project, a nationally acclaimed dance ensemble that the City of Boise recently delegated as a cultural ambassador through its performances in cities around the country.

“We’ve gotten a lot of support from Boise’s Department of Arts & History,” says Peterson, “and we share a mutual vision that one day our part of town will be synonymous with the arts and culture in the same way that 42nd Street is in New York City.”

All of this is music to the ears of Elisabeth Tullis, an owner and manager of the Modern Hotel in Boise’s Linen District. Defined by local developer David Hale as bounded by Main and Front from north to south, and from 13th and 16th from east to west, the Linen District has carefully cultivated the acquaintance of Boise’s “creative class,” and has been well rewarded in return.

“It’s a district that is both a part of, and on the edge of, what most people think of as downtown,” says Tullis. “The businesses here are independently owned and operated – not just part of one big project umbrella – and each has its own character and place in the district.”

The commercial entities that Tullis celebrates vary from the Linen Building, which has become a venue for artistic endeavors ranging from “Story Story Night” to all-ages music performances, to the much loved hangout known as Big City Coffee and its recent neighbor, John Carpenter’s Flowers, as well as the unique Eyes of the World Imports and the idiosyncratic diner, Donnie Mac’s Trailer Park Cuisine. The Modern Hotel itself has become a watering hole for many in Boise’s artistic community.

“A wonderful thing about the district is that we are really supported by the arts community, and we support them in return,” says Tullis. “We open our venue to a lot of different artists, and they bring people from out of town through word-of-mouth generated by the film industry, Idaho Public Television, Boise State Radio and the Trey McIntyre Project.”

Like Clay Carley of Old Boise, the Linen District’s developer, David Hale, would like to see a greater mix of residential properties in his largely

commercial part of downtown. And with geographic limitations to downtown’s eastward expansion, he believes that further growth will necessarily be westward, especially with ready access to the Interstate enjoyed by the Linen District.

In the meantime, Hale is proud of what his neighborhood has so far contributed to a more vibrant downtown.

“The Linen District has brought more business to downtown and created a larger tax base, but more important, it has helped create greater vitality through cultural contributions.”

Also like Carley, Hale wants to add to the historic character of the Linen District through new construction that complements existing buildings from previous decades, even as it departs radically from them in terms of architectural design.

Both Hale and Carley would like to see a more integrated downtown Boise – one not virtually cordoned off by pedestrian obstacles in the form of busy one-way streets, or large empty spaces that separate neighborhoods that could benefit from a greater proximal synergy. In this desire, they both see some interesting potential in downtown’s emerging neighborhood concept: Jack’s Urban Meeting Place, or JUMP.

David Cuoio, a J.R. Simplot spokesperson, defines the boundaries of JUMP as between 9th and 11th Streets and Front and Myrtle. The heart of the project as currently envisioned involves a public open space and facilities dedicated to, as Cuoio describes them, “inspiring human potential.”

“JUMP has the potential to be a catalyst for a lot of things,” Cuoio says. “There is a lot of vacant land around the site, and when you have a park and a learning center, which is, essentially what the foundation building will be, then there are all kinds of possibilities for development, including residential as well as commercial. It could be the start of something very interesting for this part of town.” Regarding that aspiration, Cuoio and JUMP are not likely to hear any dissent from their neighbors.

Michael Boss is a Treasure Valley-based freelance writer.



Photo by Downtown Boise Association



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What's coming up downtown

By Jennifer Gonzalez

2011 could be a banner year for new development in Boise and planners say its part of a greater revitalization effort thats happening in the downtown core.

"There certainly appears to be signs of an economic revival going on," says Bruce Chatterton, City of Boise Planning and Development services director.

Chatterton says building permits are up 20 percent in 2011 over this same time last year. Expected to start construction in the fall is the long-awaited

Whole Foods and Walgreens near the corner of Broadway and Myrtle. In January, Boise's Design Review Committee approved final building design, landscaping and other conditions for building the 35,000-square-foot organic grocery store and drugstore.

Original plans for Whole Foods were first submitted to the city in 2007. It called for a 55,000-square-foot store, other retail, plus

an attached hotel and condo development. The project was scaled back with the economic downturn to the grocery store and retail component.

"We are finding that developers are interested in larger projects, but economic conditions have forced some of them to adjust their plans," Chatterton says.

Also moving ahead is the Simplot \$70 million JUMP project between Ninth and 11th streets. Intended as a tribute to late industrialist and potato magnate J.R. Simplot, plans for Jack's Urban Meeting Place call for a 50,000-square-foot foundation building, tractor museum, underground parking, park, amphitheater and five different working studios.

Simplot Spokesman David Cuoio says the Simplots have been talking to local non-profits about what kinds of uses they would like to see at the facility when it is built.

"There are so many possibilities as far as programs for the studios," Cuoio says. "We are looking at all of them."

The Simplots are in the process of finalizing design and transportation details with both the City of Boise and the Ada County Highway District before building permits will be issued. Construction could begin by the end of 2011 or early 2012.

Boise Planning Director Hal Simmons says in addition to JUMP and Whole Foods, there is also a renewed interest in reviving downtown spaces.

"The 805 Idaho Building is an example of breathing new life into a beautifully redone building," Simmons says.



Model courtesy of JUMP



Photo by The Center on Main

Boise State University has had a presence downtown since 1989, said Todd Shallatt, who directs the Center of Idaho History and Politics. The latest Boise State digs are at the Center on Main, an Urban Classroom at 1020 W. Main St., in the Alaska Building. The College of Social Sciences and Public Affairs holds classes, workshops, exhibitions and events in the space, with a focus of teaching art, history, politics and policy. On May 5, an exhibition on Mexicans in Idaho will debut, complete with a mariachi band, just in time for Cinco de Mayo. For details, visit the website: sspa.boisestate.edu/centeronmain



Built in 1890, the four-story, 37,000-square-foot building has undergone an extensive multi-million dollar renovation by Rocky Mountain Properties. Besides retaining its historic character and original features including marble columns, tile flooring, and wood finishings, it has been updated for future tenants. New restaurant Fork opened on the first floor in February.

"Owners are looking at creative ways to use space," Simmons says. "A creative use could eventually happen in the old Macy's building."

Capital City Development Corporation Executive Director Phil

Kushlan says prior to 2011, little was going on in the way of new development, due to economic uncertainty.

"It has picked up a bit, but we have talked to a number of people who are interested in doing something but remain cautious because of the economy," Kushlan says.

Chatterton says not until the unemployment rate decreases and developers are able to more easily finance their projects, is an immediate spike in development likely.

"You can't patronize businesses when there are fewer jobs and less money in the economy," he says. "We are staying optimistic and are encouraged by the development that is happening."

Jennifer Gonzalez is a reporter at the Idaho Business Review.

New downtown businesses – 2010-2011



Aspen Leaf Yogurt.....	800 W. Idaho St.	343-3648
Bricolage.....	280 N. 8 th St.	345-3718
BSU Center on Main.....	1020 W. Idaho St.	334-2001
Capital Ties	720 W. Idaho St.	321-4004
Caruso's Sandwich Company.....	130 N 8 th St.	331-0911
Casa Del Sol (fka 8th Street Bistro).....	409 S. 8th St.	287-3660
Eclectic Art Store	280 N. 8 th St.	761-9695
Fatty's Bar.....	800 W. Idaho St., 2 nd floor	514-2531
Flatbread Community Oven	615 W. Main St.	287-4757
Fork	199 N. 8 th St.	287-1700
Front Street Brokers	877 W. Front St.	740-5000
Hair at the Hoff	808 W. Bannock St.	287-3787
Idaho Indie Works	106 N. 6 th St.	342-0804
IdaHostel	280 N. 8 th St.	286-6476
JJB Longboards.....	280 N. 8 th St.	869-9299
Jimmy John's Gourmet Sandwiches.....	598 Main St.....	955-7250
Knockout Body Bootcamp	814 W. Jefferson St.	863-8072
Looney Art Gallery	816 W. Bannock St.	871-2414
Lululemon Athletica.....	215 N. 9 th St.	914-4993
Lunchbox Waxing Salon.....	104 S. Capitol Blvd.	333-1444
Matador Restaurant Tequila Bar	215 N. 8 th St.	342-9988
The Melting Pot	6 th & Idaho St.....	343-8800
Moxie Java	the Grove Plaza at Qwest Arena	345-1744
Rediscovered Book Shop.....	180 N. 8 th St.	376-4229
River City Guitar.....	574 W. Main St.	344-7600
Sage Yoga	242 N. 8th St.....	338-5430
Sapphire Bar & Grill	622 W. Idaho St.	363-7277
Solid Grill & Bar.....	401 S. 8 th St.	345-6620
Sin Nightclub	1124 W. Front St.....	342-3375
The Underground Mini-Mart	280 N. 8 th St.	N/A
University of Idaho Vandal Store	821 W. Idaho St.	885-6469
Vietnamese Baguette Deli	267 N. 8 th St.	389-2888
Ward Hooper Gallery.....	745 W. Idaho St.	866-4627

Winter 2010 Downtown Pedestrian Counts

The control intersections (8th/Idaho and 8th/Broad) are included with all seasonal pedestrian counts. The total pedestrians (excluding Weekend Mid-day at 8th and Idaho) counted are as follows:

Location	Aug. 2009	Oct. 2009	Dec. 2009	May 2010	Aug. 2010	Oct. 2010	Dec. 2010
8th and Idaho	4161	3826	2882	3426	3861	3878	3615
8th and Broad	5924	4699	3331	4423	4881	4466	3381
6th and Idaho	N/A	N/A	N/A	N/A	N/A	N/A	1167
10th and Main	1943	N/A	N/A	N/A	1875	N/A	1232

First Thursday December 2nd

Extended ½ hour count

(6:00-6:30pm)

8th and Idaho	523
8th and Broad	341
6th and Idaho	117
10th and Main	275



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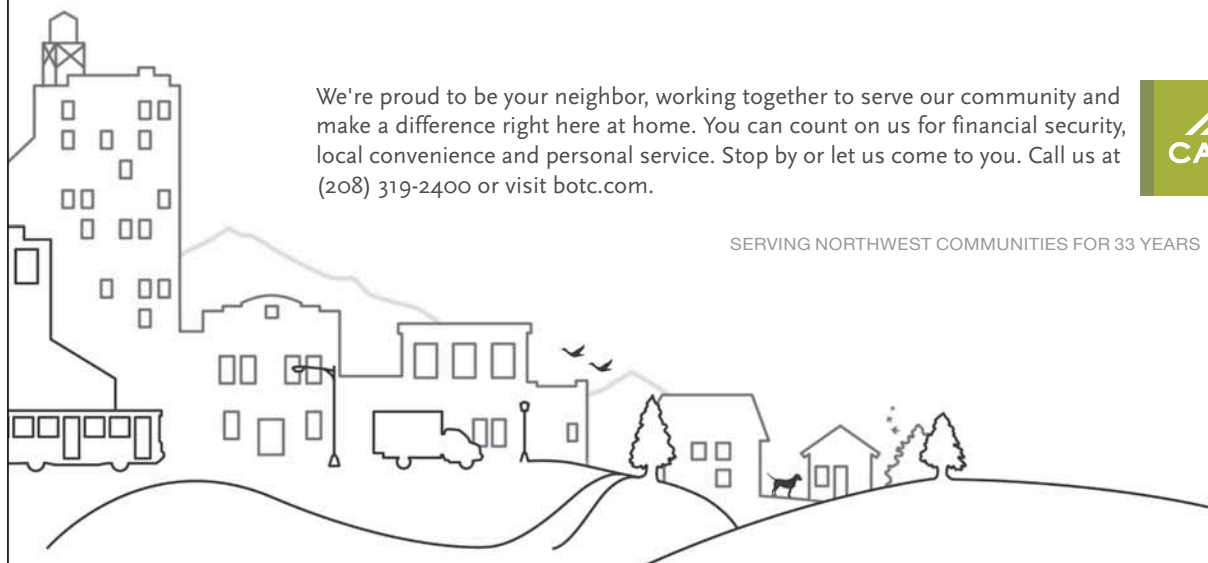
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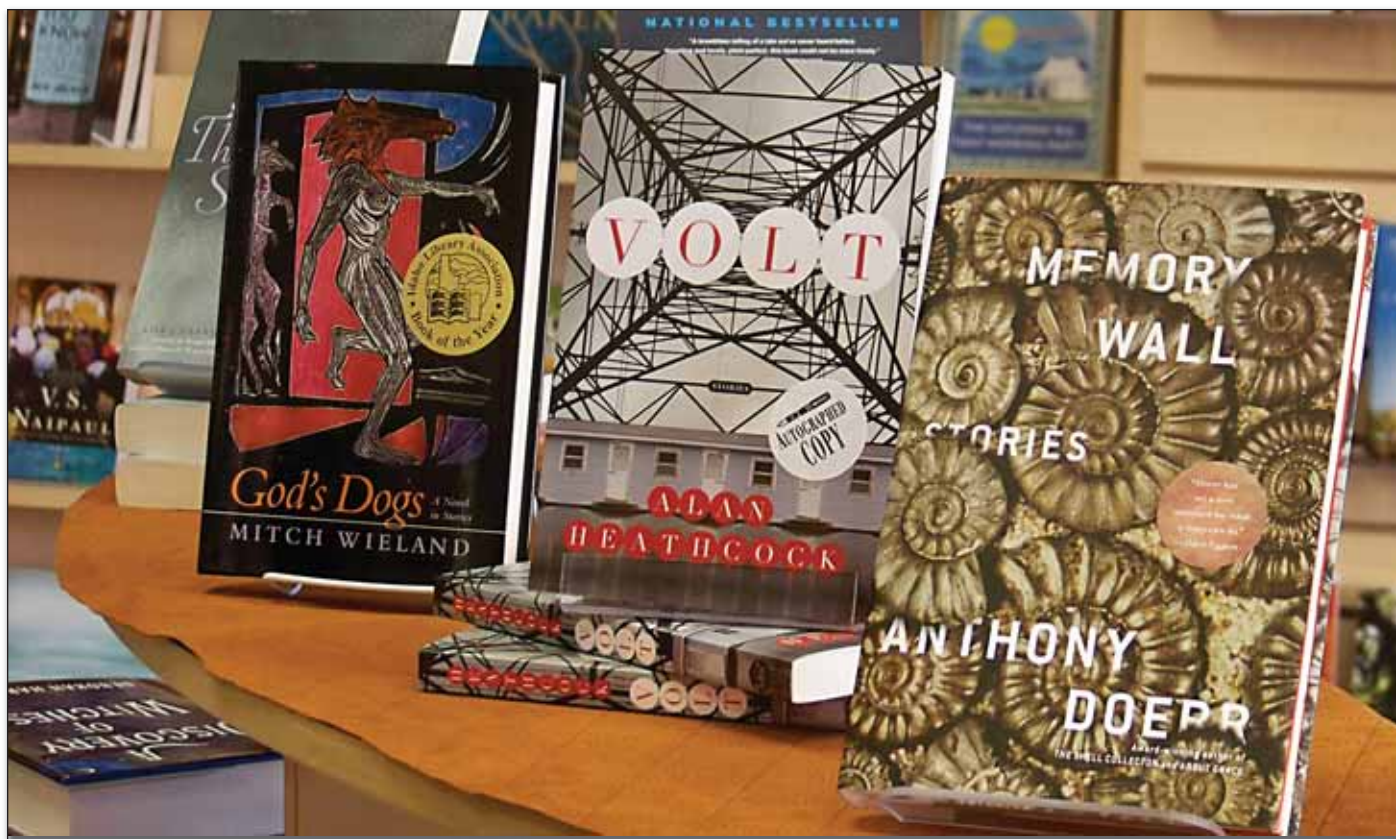
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Laura and Bruce Delaney, owners of Rediscovered Books, 120 N. 8th St., planned their downtown move for more than a year. They were attracted by location and the network of downtown independent merchants. "We really wanted to be a part of that and help that independence grow," Laura says.

Discover Rediscovered Bookshop's new digs

By Patti Murphy

Laura and Bruce Delaney, owners of Rediscovered Bookshop, believed so completely in the health and vitality of downtown Boise that they decided to move their own bookstore to the city center last summer.

Today, less than one year later, you could say that Rediscovered Bookshop is discovering what a great move it really was.

"There is energy when you walk down the street. People are out and about," says Laura Delaney. "There is also a real network of independent merchants in downtown Boise, and we really wanted to be a part of that and help that independence grow."

The Delaneys waited and planned for about a year and a half before they moved their bookstore from a location on Overland Road to a cozy spot on 8th Street formerly occupied by World Cycle. "We really wanted to find the right space for what we were doing," she says, adding that the new store has a different but layout still carries the same inventory of about 25,000 new and used books. "We just sort of mushed it around a bit," she laughs.

"The biggest change is we now have more people walking in the door because they are out and about downtown. Many of our customers have always come from the North End so now we've just moved closer to them."

Delaney's admiration for downtown Boise is sincere and

enthusiastic as she talks about the vibrancy of the city and the willingness of city leaders to try new things. "There is a lot of effort to make interesting things happen in downtown Boise," she says. "Not everything works, but if you don't fail at things you never really find out what does work. I'm really happy that we're still trying things, still experimenting and when things work, they run with it."

She points to the summer Curb Cup event as an example of a homegrown, Boise-centric phenomenon that brings a lot of energy and vitality to downtown Boise. She loves the Capital City Public Market and says that being right in the walking path of tens of thousands of people every Saturday has been extremely good for her business.

She also notes that an advantage of being downtown is the ability to maintain and expand the relationships that Rediscovered has forged with other community programs such as the Idaho Human Rights Education Center, Women's and Children's Alliance, City Club, Boise Public Library, and many book and reading groups.

"The independent book store of today isn't the same as 30 years ago," she says. "You have to be connected with the community. We can't just open our doors and expect people to come in."

Unlike others who may wring their hands over the perceived demise of traditional book publishing, the Delaneys keep up with the changing landscape of publishing and ways consumers read. Rediscovered Bookshop has partnered with Google to offer one of

the largest eBook collections available.

"EBooks are a fact of life and a viable option for people who want to read," Delaney says. "If people prefer reading an eBook, it's our job to provide them a way to do that and still support our store."

"Publishing has never stayed static and I do not see books going away," she adds. "Reading a printed book is a different experience than reading it on an electronic device. There's a whole tactile feel to it. The feel of the pages in your hands, the crack of the spine when you open it. Sometimes there is even a new book smell. I respect people's ability to choose how and where they read. I just ask that when they do make that choice they make it in such a way to allow independent places across the country to survive."

The Delaneys believe in downtown Boise so thoroughly that they recently signed a lease to open a second location of their other business, All About Games, which will be located just a few storefronts down 8th Street from Rediscovered Bookshop. Getting ready for the opening while keeping Rediscovered Bookshop open seven days a week has kept them busy.

"I love being busy," she laughs. "When things are busy that means things are happening."

Patti Murphy is a Treasure Valley-based freelance writer.

Get the dish on FORK

Cameron Lumsden opened Fork restaurant, at 199 N. 8th St., on Feb. 21. As much as possible, the menu features locally produced food, from peanuts to ice cream, beef to pork. "People like to know where their food is coming from. Whenever possible we follow the 'farm-to-fork' approach," Lumsden says. Lumsden says he came up with Fork's menu based on what he likes. He came up with the overall concept after working for a number of years in the restaurant business. Launching restaurants seems to be a family trend: Brother Rob Lumsden and his wife Lisa own Flatbread Pizza.

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"Union Block Building," by Otto Kitsinger.

Courtesy of Boise Department of Arts & History

Art and history enhance downtown livability

By Terri Schorzman

Boise City Department of Arts and History

City of Boise leaders are committed to the city's cultural vitality and believe cultural endeavors strengthen the economy. In support of this belief Mayor Bieter and the City Council offered an Arts and History Economic Development Grant for local organizations in May 2010, including the Cultural Ambassador award to the Trey McIntyre Project (TMP). The initiative put \$105,000 into five organizations; the City's ongoing Arts and History grant program added an additional \$45,000 to organizations and individuals.

The City also supported cultural activities through partnerships, including those with private property owners. These partners completed the second year of the 8th Street Marketplace Artist in Residence (AiR) program in 2010. Ephriam Greenwall provided three office suites for visual artist fellowships and writers-in-residence in the 8th Street Marketplace, and Garrett Goldberg provided space for up to

two artists in his building at 8th and Fulton. Fourteen artists and writers received fellowships in the last year. Boise's Department of Arts and History (A&H) facilitated the call to artist and artist selection process.

In 2010 the Downtown Boise Association received a second Mayor's Neighborhood Reinvestment Grant for \$3,000 to adorn traffic control boxes on downtown street corners with art. Capital City Development Corporation (CCDC) also provided \$10,000 to complete five additional boxes.

Boise's Department of Arts and History continued to distribute its popular Public Art and History Brochure to downtown kiosks. More than 23,000 were distributed in 2010, free of charge to the general public. And, every kindergartner in Boise received a copy of the Department's ABC's of Public Art booklet. Parents, grandparents, teachers, scout troops and others have reported experiencing exciting times in the city exploring public art with children.

The performing arts remained popular in downtown Boise, and a partnership with CCDC helped make

opportunities possible in 2010. Boise's Department of Arts and History provided performing musicians at the Capital City Public Market, and Fall for Boise events brought extra energy to downtown with a family-friendly kick-off over Labor Day weekend and an edgy "Fall Fire Finale" in October. Throughout the summer the A&H hosted Summer Lunch Jams, a weekly Friday opportunity to hear local musicians perform in the afternoon. This pilot program was well received and the Department would like to continue it once funding is secured.

The Fettucine Forum completed its seventh year in the spring of 2010 and entered its eighth year in the fall of 2010; on average, approximately 140 attend this six-times a year lecture series on a variety of topics in the Rose Room.

In support of the 2010 Preservation Month theme of "Sustainability and Historic Preservation," department staff developed a new brochure and offered tours of historic buildings using geothermal heat.

The City of Boise and its Department of Arts and History encourages residents and visitors to attend events,



Courtesy of Boise Department of Arts & History

"Seated Lincoln" 1867 by Gutzon Borglum/ Recast by Irene Deely 2010. Location: Julia Davis Park.



Courtesy of Boise Department of Arts & History

"When Oil Was King" Traffic Box by Pat Kilby. Partnership with DBA and CCDC.

performances and exhibitions, and to invest in local organizations. Everyone plays a part in maintaining the cultural and economic vitality in our community, particularly in times of economic recession. Arts and cultural activities bring people to downtown Boise. We will soon know better what this economic impact looks like: the City is participating in the national Arts and Economic Prosperity Study throughout 2011. The final report for Boise will be available in early 2012.

For more information, please visit BoiseArtsAndHistory.org. There you will find information on upcoming events, artist opportunities, new programs, and more.

Terri Schorzman is the director of the Boise City Department of Arts & History.



Courtesy of Boise Department of Arts & History
"Spring Run" detail by Marilyn Lysohir. Location: Plaza 121 on 9th St.



Courtesy of Downtown Boise Association

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Let's spend the day downtown ... but where can I park?!

By Jeanne Huff

Bring up the subject of parking and you're likely to get an earful: There aren't enough parking spots. There aren't enough meters. Why can't you "feed the meter?" Why must you move your car? Does that button really give you 20 free minutes? Is there any free parking? Where are handicap-accessible meters, why can't I find a spot for my scooter, my Harley, my bicycle?

Then there are the parking garages and lots. Who can park in which one and for how long? And, by the way, where the heck are they?

Most of us just don't know the answers to these questions. And we're too busy to find out or we plain don't think about it until we're roaming around downtown on a weekend, running 10 minutes late, desperately circling and searching for that parking garage entrance – it must be around here somewhere! Sometimes, we just give up and park in the first space we find – and hope we won't come back to a parking ticket.

But, you can learn to park smart. Here are some answers to your burning parking questions – and resources to find the rest.

There are some basics that will help you understand

downtown parking. In Boise, it is an on- and off-street (parking garages, lots) system. The garages are meant for long-term parking – a movie, a leisurely dinner, a long business meeting. The metered on-street parking is meant for short-term, in-and-out parking. The rule of thumb is, the closer you park to the downtown core, the more you pay and the less time you get. And, the further out you go, the cheaper it costs for longer available time.

Metered parking

"The time zones and meters are supposed to create a churn, a turnover, for the downtown," says Stu Prince. Prince is the parking and licensing enforcement supervisor for the City of Boise.

The city brings in more than \$600,000 in meter coin per year collected from around 1,300 parking meters downtown, Prince says. That area is generally thought



Courtesy of Downtown Boise Association

to be from Myrtle to State Street and from 4th to 12th streets. Thirty-nine of those spaces are accessible parking for people with disabilities and 18 are designated for motorcycles and scooters. And yes, there are a handful of spaces that are free, mostly on the outer perimeter. (If you really want one of these spaces, get there early. They are located on Idaho between 3rd and 4th, on 4th across from the Pete T. Cenarrusa building, past 3rd and Main on the left side, off of Fulton and 8th; 9th and Miller and 10th and Miller in the warehouse district and past 15th on Jefferson, Bannock and Grove.)

The basics

Just stopping to drop something off or grabbing carryout? Push the button. You get 20 minutes of free parking. And use it when you do want to stay – it turns one hour into 80 minutes.

You cannot “feed the meter” in Boise. That is, if your time is up, you can’t plug coins in to get more time. Instead, if you

are not finished shopping, eating or meeting, move your car to another block face. That means across the street or in the next block, not two spaces down. You’ll be glad you did: Your penalty for plugging the meter, if caught, is more severe than letting the meter expire. Parking enforcement is taken seriously and these people are good at their job. Your tires are marked every hour – they know if you have plugged the meter; they know if you have moved over one slot.

Other good to know parking facts: Meters in Boise are enforced Monday through Friday from 8 a.m. to 6 p.m., excluding holidays. However, accessible parking for people with disabilities and loading zone restrictions are enforced 24/7, Prince says. With so many one-way streets, getting access to a restaurant for a delivery truck can be exasperating and dangerous.

“Those loading zones are important for the business people downtown,” Prince says.

There are a few things Prince would like to point out.

“About 85 percent of the time you are in parking violation,



Courtesy of Downtown Boise Association

Some people like the downtown views from the tops of the parking garages. And, according to CCDC Parking and Facilities Director Max Clark, some folks would like to turn them into event spaces. “I turn down at least five rock concert requests a year, says Clark.

there's no officer there to write you up."

And, "we take back between 20 and 30 tickets a day," Prince says.

Scene: you turn the corner, see the officer standing in front of your car, pen out and writing – and yell: "Stop!"

"We're happy to take that ticket back," says Prince.

Pay your fines. If you collect five tickets more than 30 days old or have racked up \$200 worth of fines more than 30 days old, you can be towed – that will put you back another \$150.

It's not like you won't get advance warning – "A person gets 15 notifications before you get on the tow list," Prince says.

Parking garages

The Capital City Development Corporation owns six parking garages (2,400 spaces) downtown and contracts with Republic Parking Northwest to manage them. All public downtown parking garages are open to both monthly and hourly parking. They are mixed-use garages, meant to serve retail, restaurant and residential. All but one of the six – the Grove Street Garage – offer the first hour of parking for free. (The Grove Street location currently serves mostly monthly business customers and isn't equipped for hourly traffic.) Garages that service Edwards theater patrons offer two additional free hours for movie-goers.

Currently, the garages are only equipped for hourly and monthly rates. But thanks to an upgrade, that – and more – is about to change, says Max Clark, parking and facilities director.

PARCS – parking access and revenue control systems – is slated to be installed and up and running by October 1, 2011. It will include new gate arms, fee computers and card readers – "everything it takes to make a garage work," Clark says. The hardware will be installed first, followed by the software, he says, as part of the overall \$750,000 project.

"Our current equipment is either obsolete or not integrated," Clark says.

With the new system in place, the garages will be able to parse out more time options, offering part-time day parking and other variables.

Clark also is working with the city of Boise this summer on a 90-day pilot "modern meter" program. Modern meters are meters that are more convenient for people to use – they take credit and debit cards and one meter can serve up to 10 car spaces.

Additionally, there will be a pilot single meter "smart meter" program, that will also take cards.

In the future, parking meters could synch with your smart phone, which would give you a text message warning 15 minutes before your time is up. Theoretically, you could then pay by phone to add more time. It's an emerging technology and needs to be tested, Clark says. Plus, other decisions such as pricing, enforcement and length of stay would factor in, he says.

Bicycles welcome

You can park them on the street or in a garage. On the downtown streets, there are about 100 bicycle racks – the older ribbon style racks are being replaced by the inverted U-shape racks, Clark says. In addition, there are three bicycle corrals that can hold about 18 bicycles each. The corrals are mobile and have moved around, Clark says. Currently, they are on Bannock and 8th beside Thomas Hammer Coffee Roasters, on Capitol Boulevard across from City Hall by Tony's Pizza and on 9th Street by McU Sports.

There also are ribbon-style bicycle racks in a few of the parking garages next to the attendant booth. In addition, for a \$50 refundable deposit and \$5 a month, there are bicycle lockers in three garages.

Tip: It is illegal to chain your bicycle to a tree or a parking meter. Clark says with increasing bicycle traffic, the racks, corrals and lockers make sense. Other bicycle-conscious safety measures include installing a contra lane on 8th Street, a bicycle lane that allows northbound cyclists a legal route on a southbound street.

Jeanne Huff is special sections editor at the Idaho Business Review.

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BOISE DOWNTOWN PUBLIC PARKING SYSTEM



Boise Downtown Public Parking System

- Public Parking Facility
- ▶ Entry Locations
- ▶ Indicates direction of one way streets
- ★ Garage not part of the First Hour Free Program

Garage Map Key

① Eastman Garage	395 Spaces
② Capitol Terrace Garage	495 Spaces
③ Grove Street Garage	543 Spaces
④ Boulevard Garage	216 Spaces
⑤ City Centre Garage	584 Spaces
⑥ Myrtle St. Garage	343 Spaces



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Tip: It is illegal to chain your bicycle to a tree or a parking meter.

COURTESY OF CAPITAL CITY DEVELOPMENT CORPORATION

For City of Boise parking maps: Visit the City of Boise website at cityofboise.org and click on "Parking" under the services tab on the left, then click on "FAQs." There you will find 31 questions and answers about parking, including links to: a map of all downtown meters, and additional maps for accessible and motorcycle and scooter parking spaces.

Whose job is it?

Sidewalk tripping hazards, pavement (ACHD)
 Building graffiti (adjacent property owner)
 Overflowing dumpster (business owner)
 Tree maintenance, replacement (property owner)
 Street benches (CCDC)
 Broken tree grates (property owner)
 Sidewalk litter (DBA)
 Damaged mailbox (USPS)
 Broken street lights (City)
 Damaged traffic box/signal or missing street sign (ACHD)

Broken bollard, bricks (CCDC)
 Flower planters (DBA)
 Trash in street (ACHD)
 Overflowing trash cans (DBA)
 Broken parking meter (City)
 Snow on sidewalk (property owner/DBA)
 Damaged bus shelter (VRT)
 Hazardous sign (prop. owner)
 Alleyways (property owner/ACHD)

(from CCDC website)