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Urban-Outdoor Nirvana

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Urban-Outdoor **Nirvana**

The City Within Our City

Team Three wants to see a more livable downtown Boise. We want to improve transportation, enhance the cultural community, and increase the entrepreneurship.

We have taken Lot #2 and split it into three sections to accomplish this goal:

Section A—**The Alternative Transportation Area**

Section B—**The Boise Urban-Outdoor Concert House**

Section C—**The Urban Outdoor Village**

Section A – To Improve Transportation

Alternative Transportation Area

The Problem

Boise, Idaho relies too heavily on the automobile mode of transportation. This hurts the environment and the economy of the citizens. A lack of alternative means of transportation and ways to support it is holding Boise back from being a more prominent capital city. As the interest in sustainable transportation increases, Boise has to be able to support the more bikes, pedestrians, and shared vehicles. It does not have a facility to do this currently.

The Solution

Team 3 proposes, among other measures, an **"Alternative Transportation Area"** (ATA); that is, an area of land that is devoted to more environmentally friendly, more economically sound, more sustainable and altogether more efficient modes of transportation. The ATA will be located in Section "A" of Lot #2, the acres of dirt land lying between streets Myrtle and Front.

The ATA will include a small parking lot, Zipcar stations, a Bike Station, and an area for Valleyride Transit.

Parking Lot

The Alternative Transportation System will include a small parking lot of about 100 spaces in order to serve the functions of the community in a more efficient fashion. Right across the street from multiple businesses, residential apartments, and an amphitheater, it is a good location for those cars that do not fit into the other parking lots. The amphitheater will generate many regular cars for the lot, as well as the overflow from businesses. The marketplace down a couple of blocks will also generate customers for this lot.

Zipcar Stations

Zipcar is a company that allows members to rent cars for a certain affordable fee. It eliminates the need to own a car or to even drive an owned car by providing opportunities for the reservation of cars at one's leisure. A member has not to worry about auto insurance nor gas money; Zipcar takes care of it all. There will be 10 Zipcar lots for these cars, a number that may expand or decrease easily according to the demand.

Bikestation

Bikestation is a company that promotes the use of bicycles as a sustainable mode of transportation and that is ideal for Boise's growing amount of bike commuters. The concept behind this is that there is a building for commuters who bike to drop off their bike in a safe, secure place that they can return to later on in the day. The other part is that people can rent bikes from this spot, and drop it off downtown somewhere in a different Bikestation, and others may rent it from there. The Bikestation would work alongside the Boise Bicycle Project, and other bike companies around Boise.

ValleyRide Transit Bus Stop

There would be a bus stop in the Alternative Transportation Area.

What Makes the ATA Necessary in Boise?

Team 3 wants to make Boise more livable. **Livability to us includes sustainable and efficient transportation.**

Easier Transportation

The Alternative Transportation Area has multiple components to make transportation easier: Zipcars, Bikestation, and a bus stop. Zipcars allow for ease in location of vehicles and locating a vehicle to be easily accessed. The Greenbelt is a very popular resource for commuters to/from downtown, and the Bikestation would be a central location to store bicycles, not only in this location, but the various kiosks built around downtown. The bus stop would cater to those who want to engage in public transportation.

Save Money

Not only would the ATA save consumers money, it would save the state money. Consumers no longer would have to pay as much for gas, they would not have to worry about car insurance, nor would the costs of repair for their automobiles be as high. With fewer cars on the road, road repair is minimal. There are fewer cars in parking structures (making the cost of maintenance much less), and less construction costs. There is also a cost for the loss of time associated with sitting in traffic, the national security costs to maintain oil supplies, and other hidden charges.

Sustainable

The toll that cars take on the city are such that Boise cannot sustain its healthy environment. With less cars on the road, air quality can become cleaner, there will be less noise pollution, and toxic emissions into the air will decrease. Our planet needs to be taken care of, and the ATA substantially promotes this cause.

Supports a Growing Community

As the interest in personal economic welfare increases, and consequently, the interest in bicycling and public transportation becomes greater, Boise will need to adapt itself to accommodate them. The Alternative Transportation Area is key to adaptability for the commuters of the future.

How Much Will the ATA Cost?

Buying the Land	$3,485,600
Parking Lot	$200,000
Zipcar Station	$15,000
Bikestation	$400,000
ValleyRide Stop	$7,000
Total Estimated Costs:	$4,107,600

Funding for the ATA

- Tax Increment Financing (Area = $3,485,600)
- Donations
- Partnering with Parks and Recreation to reduce funding from building parking spaces, increase for alternative transportation funding
- Heritage Trust Fund
- Partnerships with local bike stores
- Volunteers working at the Bikestation

Section B – To Augment Arts and Culture

The Boise Urban-Outdoor Concert House

The Problem

There is a need to keep the college-aged generation in Boise after they graduate. There is a need to create jobs, specifically creative jobs, in the community. There's a need for quality and cutting edge artists.

The Solution

The Boise Urban-Outdoor Concert House is a unique 1,300 seat concert house, catering globally to the most popular rock, jazz, and contemporary artists. It will be a defining characteristic of Boise, garnering national recognition and providing a spot to showcase the best talent that Boise has to offer, on a national stage.

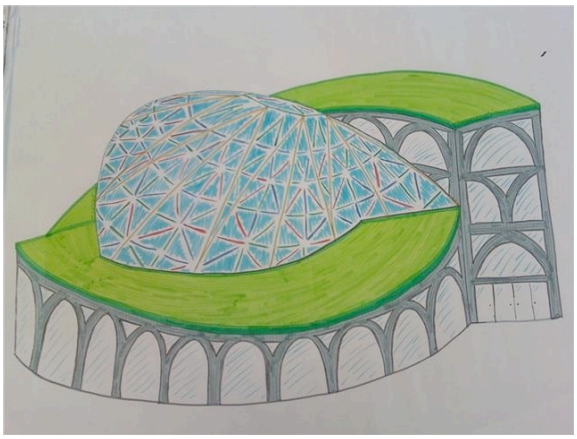
Most any Boise State student can tell you about a trip they made to either Portland, Salt Lake, or Seattle to watch a concert within the last year. In 2009 Portland would have thrown 440 more concerts than Boise if the cities were the same population.

We surveyed college-aged students, and determined that the need for a concert house was overwhelming. The current venues that Boise has to offer detract world-class music groups because they are too small and gritty, too large, or lack the necessary stage and audio infrastructure. Developing a state-of-the-art venue would be an absolute solution to this problem.

If Boise wants to become the most livable city in the country, we have to evaluate the critical importance of the arts. Building innovative, new, and creative centers for the arts will be instrumental in our city's growth.

Design

The design for the concert house consists of two sweeping grass-roofed surfaces. These will surround a central structure made of glass and steel, modeled from a cut gemstone. The glass structure will have multicolor LED neon rope lighting surrounding the panes. These strips of lighting are flexible, durable, low-maintenance, and energy efficient.



A glass and steel construction will make the gem see-through and open. The grass-

roofed structures surrounding the gem will also have a glass and steel construction, with an arched design for superior support of the grass roof. The roof will be covered in a special grass plant that requires maintenance once a year, maintains color well, and is almost self-sufficient for water. This provides a natural insulation for the building, lowering energy costs for the building.

The concert house will have a seating capacity of about 1,300, and 200 seats will be raised tables surrounding the main seating. The main seating will slope downward, but leave a flat area close to the stage. Seats will be mounted in groups of 30-40 seats onto a surface with the potential to be moved. The seats will fold down to conserve space, and stored in compartments to leave a spacious open surface in front of the stage.

Floating Floor

A sprung floor is a type of flooring developed to absorb shock, giving it a softer feel and making it more danceable. The benefits of a sprung floor include insulation against noise, safer and more comfortable than concrete, a unique concept that will distinguish the venue, cost effectiveness and easy installation. The floor may be utilized for energy production by suspending the floor on transducers that act like shock absorbers, then using piezoelectric crystals to absorb the energy produced. When compressed, these crystals charge nearby batteries.

Generating Power

For generating power in the building, solar power would be green and efficient. New solar technology allows for 50-100 times less silicon, and cutting the costs by half. The new solar panels are also speculated to have higher absorption of sunlight creating more energy for the building.

Sound and Lighting Rig

One of the most important features of any concert house is a decent sound system. The interior architectural design has to be focused on reverberation control and sound isolation with additional focus on note intelligibility. The speaker system will combine top of the line soundboards, house speakers, monitors, microphones, and a system driver/amplifier. The lighting rig will consist of the highest quality in L.E.D. Specifically Martin Mac III and grandMA full size consoles.

Art Installations

There will be three different spaces for art installations and/or galleries inside of the venue entrance.

Street Performances

There will be three circular brick spaces on the outside of the concert house for street performers to set up shop.

Other Uses

- Performances from local DJ's and bands, even catering the under 21 crowd for some events.
- Performance, visual artists, or troupes will have access to the building with a fee.
- Business events, provides the local business community with a classy and aesthetic meeting place.
- Civic center; more specifically, a space within the public sphere for citizens to gather and take up an active role in our democratic culture.

Outside the Building

Outside the building there will be an art garden containing a turf maze and a community Zen garden. A turf maze in this art garden area, with unique art pieces placed around the area, will allow people to walk the turf maze while viewing the art in a peaceful environment. There will also be a Zen garden. The openness of a Zen garden, geared toward creativity and finding inner meaning, fits in with the idea of Boise being organic and having a small-town feel.

Costs

Concert House (included amenities)	$7,000,000-8,000,000
Art Garden	$1,700,00
Parking Lot	$800,000
Total Cost	$9,500,000

Funding

- Looking at the funding model for the Morrison Center in Boise, funds were generated from the state legislature, the Morrison foundation, and from gifts and community donations. We hope to get funding from the state or city, in a similar way to that of the Morrison Center.
- Private donors will be invited to contribute in exchange for naming rights of benches, trees, and other things in the complex.
- Boise Arts and History Funding program, which provides funds for art projects.
- Heritage Trust Fund

Revenue

Through our research:

- 950 average attendees
- 6 concerts/month
- $2 ticket fee
- 1.5 drinks per show, per person
- $5/drink
- $11/bottle

In combination with business events and rented art space, we believe that total revenue for the first year will equal **$600,000**.

Section C – To Enhance Community & Business

The Urban Outdoor Village

The 10.6-acre lot once labeled River Side Park will be used for an urban resource and leisure village. This section will be named the **Urban-Outdoor Village**. **This area includes resources such as a (A) volunteer center, (B) children's museum, (C) whole foods market, and (C) local commercial, retail, and restaurant building space.**

The Urban Outdoor Village will have an open area that will include trees lining the pathways throughout the village and the exterior of the village. Tree-lined streets contribute to property value and quality of life. All buildings will extend around the perimeter of the lot, giving a more urban design related to Boise's community vibe. The open area will be filled with grass between the pathways and center around a local artistic structure. Pathways for biking and walking through and around the perimeter of the village will cross in the open area. This area may be used for festivals, Farmer's Markets, and other city functions.

A. Children's Museum

Only two certified museums exist within 30 miles of Boise. There is a need for children to have a chance to experience, explore, and be creative within our community. Our children's museum will include:

- *Workshops including solving mysteries and building fun objects*
- *Children's theater*
- *Studio where children can create art through paint, clay, printing, papermaking, etc*
- *Nursery for group activities*
- *Climbing structure*
- *Outreach programs that get children involved with the community*
- *Classrooms*
- *Birthday party room*

<u>Funding</u>

- *Private investors (each investor will have a room named after them to entice their contributions)*
- *Popular members of the community*
- *City funding*

<u>Revenue</u>

- *Admissions into museum ($7.00-$12.00)*
- *Membership fees to museum*

B. Boise Life Volunteer Center

We are working with the Boise Life non-profit organization to build a primary volunteer center within the Urban-Outdoor Village. This establishes community involvement and support in Boise. The Boise Life Volunteer Center will be a resource for all volunteers and non-profit organizations that can include:

- *Information to recruit and manage volunteers*
- *Consulting and training services*
- *Information on dates for volunteer programs*
- *Volunteer connectors*
- *Information for start-up non-profits*

Boise State University has the opportunity to be involved in this project as well. It has been discussed that community service may be mandatory for students. The Community Center is the perfect resource for the students.

Funding

- *Grants for non-profit associations.*
- *Partners with Boise Life, including United Way, Vision for the Valley*
- *State and city funding*

C. Whole Foods Cooperative

Through surveys, we found a need for a food store carrying local and natural foods. As our city continues to grow, the importance of localized markets with organic food will play a pivotal role in food consumption and distribution in the area, ultimately enhancing the livability of the community.

Funding

We will be taking a unique approach to acquire the necessary funds needed to build our Whole Foods Market. There will be five investors, and each will give $560,000. Over the course of 6 years, we will reward the investors with $100,000 of equity each year. They will receive a profit of $40,000 by the end of the period. At the end of the years, each will receive .5% of all available remaining equity.

D. Young Entrepreneur Support System (YESS)

The Young Entrepreneur Support System (YESS) will be the foundation for creating new jobs within the Urban Outdoor Village. YESS will be tailored around local commercial, retail, and restaurant businesses with regulations to discourage entry of franchises and fast food chains. It will invite struggling entrepreneurs to

showcase their businesses by providing sliding rent fees and a flexible lease. Creating an area for growth to local businesses will enhance the vitality of the city experience.

Building Costs

Estimated Cost	$10,000,000

Landscape Costs

Landscaping	$4,200,000.
Trees	$13,500
Walkways	$500,000
Estimated Cost	$4,713,500

Total Cost	$14,713,500

Conclusion

Concluding Remarks

Reconciling our need for new and innovate spaces with the current state of the economy was a difficult process. However, we believe that the economy will recover soon, and that Boise needs to take into consideration a vision for the future. It's time to move Boise into the next phase. We believe that the Urban-Outdoor Nirvana community is a definite course of action towards an innovative, and interesting future, and a critical step to making Boise the most livable city in the world.

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