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# Overscore Development

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# *Design, Discovery, Distinction*

**Overscore Development**

## **Executive Summary**

Overscore Development and the 3D Plaza initiative focus on one goal: To ignite Boise's creative economy and engage citizens in making our city a destination for innovation.

Boise's greatest asset is the creativity of its citizens. Although recent years have seen the economy struggling locally and nationally, Boise entrepreneurs have continued to take risks and launch new and innovative businesses. Overscore Development set out to increase contact between this spirit of creative business and the Boise population at large.

This process involved seeking out centers of innovation around the city and drawing them into the project. Naturally, this includes the City of Boise and Boise State University. 3D Plaza in many ways exists in the area between commercial and community space; public and private enterprise. Public services and education are the foundation for innovation in the private sector, and 3D Plaza is a testament to that principle. Designed for 300 S. Capitol Boulevard, 3D Plaza is a multi-use facility located in the heart of Boise downtown; a space dedicated to pioneering business practices paired with creative education and public service.

As a mixed-use structure, the 3D Plaza contains several important, independent elements. Unlike other mixed-use buildings, the Plaza is built on cooperation between tenants, not just coexistence. Several types of organizations will call the Plaza home, including: Flash (pop-up) and traditional retail/food services, a "third place" area motivated by a coffee shop, a University urban extension, civic engagement and city

government rooms and offices, office space, and residential accommodations. Each of these elements impacts the authentically downtown, creative environment of 3D Plaza.

The third place area of the Plaza will blend into the most accessible areas of the facility, the first two floors, which is dedicated to the exciting commercial spaces and the most public of city and university functions. More specific city and university offices and flexible learning spaces occupy the areas resting on top of the area of commerce, and private office and residential locations take up the top portion of the building.

In addition to the general structure of the Plaza, other features include an amphitheater placed near the center of the property, useable roof space, and an observation deck. Although the building does not cover the entire area, not an inch of space is wasted.

## **Elements of 3D Plaza**

Pop-up/Flash retail and food services: A flash retail store, also known as pop up retail, is a venue that provides short-term leases to a variety of businesses—primarily retail-based stores and restaurants. Flash stores are intended to create buzz and excitement rather than establishing a lasting presence. Unlike traditional retail stores, Flash Retail spaces function similarly to art exhibits, and their short tenure in 3D Plaza lends to a sense of urgency and excitement.

To date, large corporations like Gap, Target, and Microsoft have primarily utilized Pop-up Retail, with strong results in almost every case. We at Overscore Development believe that this is because smaller stores have had no opportunity to access good Flash Retail spaces—a good idea remains good regardless of brand name. Our Flash spaces will allow large companies to try their product in Boise, give companies the opportunity to draw an audience from across town and provide a post-incubator transition space for Boise entrepreneurs.

Third Place: Primary to the organization and feel of 3D Plaza, the concept of a *Third Place* is crystallized in the phrase “Home away from home”. A Third Place is a location separate from home and work where a citizen feels comfortable and secure, free to interact with others. These places are the anchors of a community, and underpin many desirable social interactions. Our 3D Plaza will serve as a lively, welcoming environment, drawing the community downtown over and over.

University Urban Extension: Boise State University has long desired to establish a presence in downtown Boise. 3D Plaza is more than an opportunity for Boise State to install an extension across the river, but to build a base in a lively part of the Boise community. Students will have access to a top flight education enhanced by proximity to the real world in which Boise professionals will live, work and play.

City Government: Boise is blessed by an excellent and involved city government, the agency responsible for much of the growth downtown in the recent decades. However, many citizens are still uncomfortable approaching the city government. Many will allow that they have only been to City Hall when they needed to deal with a parking violation. Even more alarming, many entrepreneurs claim that getting permits, zoning, etc. is too difficult, a major reason some businesses do not choose Boise. 3D Plaza presents City Hall the opportunity to reach out to citizens and entrepreneurs from a decentralized location, offering flexible services and the kind of transparency not available everywhere.

Office and Residential Space: Although commercial, city, and university space are the primary ingredients in 3D Plaza, office and residential spaces are among 3D Plaza's most desirable offerings. Raised up several stories, our offices and apartments garner all the benefits of being downtown while avoiding all of the noise. Add on top of that the creative atmosphere of the Plaza and the location downtown, and it's difficult to see why Boise citizens would chose to live and work anywhere else.

## Space Breakdown

### Commerce area

5-8 Flash stores and restaurants  
5-8 Traditional retail and food  
Large coffee shop Third Place center  
Outdoor Amphitheater

### City facilities

2-4 offices in commerce area  
Accommodations for various departments and committees  
Community space

### University facilities

Public offices in commerce area  
Classroom and workshop space  
Staff offices

### Office area

Two floors of premium office space located above the City facilities  
View of downtown  
Located above noise

### Apartments

Accommodations for 50-75 tenants  
View of downtown  
Vibrant location

## Transportation



We envision a shuttle service from Boise State University campus to downtown Boise to accommodate traveling students and faculty.

As part of our lot and building, an underground parking structure will be built to have room for the increase in cars. Traffic flows will need to be modified in order to keep traffic flowing. The intersection of Broad Street and 6<sup>th</sup> Street will need some construction. Currently 6<sup>th</sup> street is a one-way. It would be of benefit to make the street a two-way street so cars could exit the parking garage on 6<sup>th</sup> Street and head north to Front Street.

## **Sample Tenants:**

- Flash Retail Tenants:
  - PalmerCash
  - Lululemon Athletics
  - American Apparel
  - J. Kent Ltd. Custom Suiting
- Flash Restaurant Tenants:
  - Cheerleaders
  - Casanova Pizzeria
  - Cheesecake Factory
- City Offices/Roles:
  - General Info (guidance, general Q's, locations, etc)
  - Volunteer (possibilities, organizations, locations, etc)
  - Human Resources (job postings, background checks, etc)
  - Public Works (information about community tests, construction, city events)
  - Digital Library (computer space, "innovisers", etc)
- University Functions:
  - Innovative classrooms (entrepreneurial, urban living)
  - Recruitment
  - Workshop classes (open to the community)
- Community Programs/Services:
  - Hispanic Business Association (meetings, awards, events)
  - LGBTQI (meetings, fundraisers, awareness rallies)
  - Susan G. Komen, Boise (host events, fundraise, volunteer training)
  - Red Cross (blood drives)

**Sample Schedule  
3D Plaza**

**Room 200:**

**9:40-10:30:** Introduction to Bachelor's of General Studies

**10:40-11:30:** Capstone course for Bachelor's of General Studies

**11:40-12:30:** Public Admin 501

**12:40-1:30:** Public Admin 505

**Room 201:**

**11:40-12:30:** McNair Scholars Research Seminar

**12:40-1:30:** McNair Scholars Graduate Seminar

**2-3:30:** Innovation in the Community (University Class)

**5-7:** Susan G. Komen Volunteer Training

**Room 202 (Community Workshops):**

**1-2:** "How to lead a healthy lifestyle"

**2-3:** "Financial Planning"

**3-4:** "Spanish for the Workplace"

**4-5:** "Dealing with Difficult People"

**Lecture Room:**

**10-4:** Red Cross Blood Drive

**6-8:** Hispanic Business Association Scholarship Reception

## Financial Breakdown

### \*Capital expenses

|                               |                            |                       |
|-------------------------------|----------------------------|-----------------------|
| Design/architecture           |                            | \$3 million           |
| Construction                  | 250,000 sq ft @ \$225/sqft | \$60 million          |
| Land                          |                            | \$2 million           |
| Landscaping/Exterior elements |                            | \$1 million           |
| Public Art                    |                            | \$500,000             |
| Technology/Equipment          |                            | \$2 million           |
| <b>TOTAL</b>                  |                            | <b>\$68.5 million</b> |

### \*Capital partners/investors

- BSU
- City of Boise
- Private investors
- CCDC partnership for underground garage

### \*Operations

#### -Annual Operating Expenses

|                                   |                                                          |                      |
|-----------------------------------|----------------------------------------------------------|----------------------|
| Base Services including utilities | 250,000 sq ft @ \$6.50/sq ft                             | \$1.7 million        |
| Conference services               | Including full-time and part time staff plus incidentals | \$1 million          |
| Taxes and insurances              |                                                          | \$4 million          |
| <b>TOTAL</b>                      |                                                          | <b>\$6.7 million</b> |

#### -Revenues

- rent (offices, residential, retail tenants)
- city/university agreements
- sponsorship
- usage/facilities fees