Neon bars serve a stadium district. A parkway follows the greenbelt to a sandstone riverside school.
Triangle Dairy off Gekeler Lane, 1950. Previous: U.S. commercial airmail service began with a 1926 flight to Boise’s riverside municipal airport. Bronco Stadium now sits on the site.
outh Boise begins at the southern banks of the meandering Boise River and flows south to the interstate, roughly flanked by Capitol Boulevard to the west and Amity Road on the east. It includes Bronco Stadium and the main Boise State University campus, nearly the entire Broadway streetscape, Boise Avenue, ParkCenter Boulevard, Barber Park and the Micron Technology complex.

South Boise claims a chunk of the Oregon Trail, which wound down from the east Bench and followed the Boise River along what is now Boise Avenue. Shoshones camped near the future city, supplying fish to the pioneers. With the gold rush of the 1860s, the south side of the river blossomed with farms, ranches and small neighborhoods. Irrigators built ditches and canals for crops and livestock. In 1878, William Morris built a canal. Morris’s nephew William Ridenbaugh built a flour and sawmill near the lip of the bench above future Ann Morrison Park.

With the completion of the Broadway Bridge in 1892, only the second local bridge to cross the river, people in the community traveled more easily to and from
the growing vibrant businesses downtown, further expanding the area. In 1898, children attended the first District Six schoolhouse, later to be rebuilt and named Garfield. A close-knit and growing neighborhood called South Boise started at the Broadway Bridge, ran south to present-day Garfield School, west on Boise Avenue to Ninth and then north to the Ninth Street Bridge where it followed the river back to Broadway. It was incorporated in 1902 as a village.

In 1905 the interurban streetcar system extended from Main Street across the Broadway Bridge, giving bloom to Ivywild, an early streetcar neighborhood on the south end of Broadway Avenue below Federal Way. In 1913 the City of Boise annexed South Boise.

The city’s first airport was in South Boise. Built in 1926 on a strip of land south of the river between Ninth Street and Broadway Avenue, the airport housed Varney Airlines, a fledgling airmail and passenger airline that became United Airlines. Later, the airport site gave way to what is now Boise State University’s campus. In 1932 the doors opened to Boise Junior College, then sponsored by the Episcopal Church, at First and Idaho. The school moved to the old airport site in 1940. In 1969 the school officially entered the state’s higher education system as Boise State College and adopted its current moniker in 1974.
South includes the Southeast Boise Neighborhood Association and the South Boise Village Neighborhood Association. Notable neighborhoods include River Run, Ivywild, Gekeler, Manitou, Barber and Bown Crossing. South residential and business architecture styles include a mix from Queen Anne to bungalow, block-style to postmodern. Many of the earlier homes and business structures were built from locally available materials such as sandstone and river rocks.

Our featured South examples of quintessential Boise include a diverse mixture of streetscapes, the old and the new, places to work and play.

**Broadway**
From Main Street to Interstate 84

★ Identity ★ Scale ★ Utility ★ Consistency ★ Impact

Broadway Avenue runs for two and a half miles in a straight north-south line from Interstate 84 to Main Street and is the first connection from the east into downtown Boise. At its complex north end junction, Broadway and Main share an intersection with Warm Springs, Idaho Street and Avenue B.

Boiseans extended the streetcar across Broadway Bridge in 1905. Opposite: Neon on Broadway.
It was around 1890 when the Colorado Investment Company designed “Broadway,” which, at 100 feet across, measures twenty feet wider than any other original Boise street. In 1892, a 210-foot long Broadway bridge opened, making it the second river crossing in Boise. (The original bridge was replaced in 1956.) Until 1913, when South Boise was annexed, Broadway was considered to be two streets with the same name, divided at the river. After the annexation, some Boiseans staged an unsuccessful bid to rename the street “Reclamation Avenue” south of the river to avoid the confusion of having two streets in the city with the same name.

Peppered along its path are a variety of buildings and architectural styles, from homes to business offices, colonial to postmodern. There even are several houses on Broadway made from rocks pulled from the river. One example, built in 1911, is the stone house at 210 Broadway, now “Jana’s Hair Cuttin’ Store.”

University Plaza at 960 Broadway is a classic postmodern building with walls of glass that reflect its environment and surroundings. Built in 1983, the 89,142 square-foot building features a two-story atrium lobby.
Today, Broadway is a major traffic connector and an essential link to Bronco Stadium and the University. Daily services and pastimes to benefit college students and the community line both sides of the street. There are service stations, banks, laundries, thrift stores, massage parlors, barber shops; a grocery store, several shopping centers, car washes; sandwich shops, fast food, ethnic and fancy eateries, restaurants and a number of bars, sports bars and even a hookah bar and a condom shop. It is sign-encroached, architecturally mismatched, traffic-impacted, essential and alive and gets a four-star rating.

Broadway Avenue complements local history. Its features are well proportioned. Although it promotes drivable neighborly interaction, its walkability is limited, so it fails utility. All blocks of Broadway work together and individually. It is memorable and carries emotional weight.

**Bronco Stadium**

1910 University Drive

★ Identity ★ Scale ★ Utility
★ Consistency ★ Impact

In 1970, Bronco Stadium, also referred to as “The Blue,” opened to much fanfare. Designed by Nat Adams, the stadium is home to Boise State University football and the Roady’s Humanitarian Bowl. It gets its colorful nickname from its artificial blue turf. Boise State was the first school to have an entire field done in a special color. Boiseans call it “The Blue.”

The stadium has increased seating to accommodate more and more fans. In 1974 the number jumped from its original 14,500 seats to 20,000 when the upper east-side deck was added. By 1996, portable seating in the end zones pumped the number up to 22,600. Thirty-thousand fans filled the stands in 1997. Today, thanks to the stadium’s addition of the 2008 Stueckle Sky Center and a few more seats, there is room for 33,500.
The stadium's architecture is impressive, with concrete cantilever arches that support the upper decks and a “brutal” style. Premium seating, an entertainment/meeting center and the wildly popular tailgate culture before home games all contribute to its five-star rating. Thanks to The Bronco's recent winning football seasons and especially the national television exposure gained through their 2007 and 2010 Tostitos Fiesta Bowl wins, attending a football game at Bronco Stadium is a much sought-after experience.

It is uniquely Boise, fits and complements local history; the features are well proportioned and promote neighborly interaction. The stadium's features also work as a whole and individually and are quite memorable. Bronco Stadium truly reinforces a Boise identity.
ParkCenter Boulevard

From Park Avenue to Apple Street, including the ParkCenter Business Complex and featuring the Alscott Building, 501 Baybrook Court

★ Identity ★ Scale ★ Utility ★ Consistency ★ Impact

ParkCenter Boulevard is an upscale streetscape that runs along the Boise River. It has greenbelt access and is home to several parks, high-end and newly built residences, apartments, town homes and businesses, hotels, a mall and a handful of restaurants and fast food eateries. Its two-word, double uppercase, strung-together name reflects its mixed-use nature.

ParkCenter began with a boutique mall and the corporate headquarters of Ore-Ida Foods. When the potato giant relocated to Pittsburgh, Boise State purchased the Ore-Ida building for a university research park. In 2001 the West ParkCenter Bridge opened a link to the Boise Connector. In 2009 the East ParkCenter Bridge captured the south-bound traffic from Barber Valley and Harris Ranch.

About a dozen modernist-style office buildings perch along ParkCenter Boulevard, overlooking the river. A prime
Storm clouds over Columbia Village off Federal Way. Built on a triangle of south-side land near Micron Technology, Inc. the subdivision surrounds a sports complex with 20 athletic fields. Next: The City of South Boise had an Independent Order of Odd Fellows (IOOF) meeting hall and its own fire department.
example is the Alscott Building. Built in 1997 the 31,000 square-foot glass and concrete two-story structure was designed by BRS Architects. It is built on the banks of the Boise River and presents a different facade from every angle. A natural rock waterfall flows through a cavernous lobby to a riverside pool, where a structural two-story glass curtain wall divides it. The curved glass walls illuminate the interior and give panoramic views of the Boise River and the foothills to those inside. The interior is finished with imported wood paneling, custom tile and ornate metalwork. In 2002 The City of Boise lauded The Alscott Building with a Design Review award for its innovative design.

ParkCenter Boulevard exudes an attitude. It gives a nod to corporate America and Anywhere, U.S.A., but retains a true Boisean essence. It complements local history in its painstaking efforts to protect the natural environment. Its features are well proportioned.
and, with greenbelt access, it is walkable, bikeable and drivable; it promotes neighborly interaction. However, it fails impact. Its features work together and individually but are not altogether memorable nor do they carry emotional weight.

**Bown Crossing and the Bown House**

Bown Way from Boise Avenue to ParkCenter Boulevard

★ Identity ★ Scale ★ Utility ★ Consistency ★ Impact

Bown Crossing: Built in 2006 by Erstad Architects and created by O’Neill Enterprises, Bown Crossing is a mixed-use development in South Boise purposely modeled around the concept of an old-fashioned neighborhood, with sidewalks, close-by shopping and professional services. It is designed with landscaping and water features to visually bind the residential community with local businesses.

The 35-acre community includes 92 residential lots (single family residential homes, patio homes, town homes and lofts) and 59,000 square-feet of retail and restaurant space. Everything is nestled together in a foot-traffic friendly design.
By accessing Bown Way, Boise Avenue traffic connects to ParkCenter Boulevard, which gives the community another bee-line route to downtown Boise, the river, the greenbelt and foothills. The marketplace includes a dentist, a veterinarian/pet shop, an old-fashioned, Willy Wonka-esque candy store, pizza, sushi, steak, cocktails, live music and dancing. It has sidewalks, parking behind the buildings (to promote more walkability) and bicycle racks. The retail space caters to locally owned establishments; chain stores and corporate vendors are shunned. Plans include a future library (next to Riverside Elementary) and the community works to protect its natural environment and riparian areas. The retail space is in the new urbanism architectural style, while houses, patio and town homes and lofts range from Italian villas to contemporary styles. In 2007, Bown Crossing received an Idaho Smart Growth award.

The nearby Bown House recalls the South’s farming and ranching era. In 1865, Joseph and Temperance Bown homesteaded a 240-acre ranch about three miles east of Boise. Built in 1879 out of sandstone blocks hauled from Table Rock quarry north of the Boise River, the Joseph Bown House is one of the oldest buildings in Boise and the oldest one standing in South Boise. The house is built in classic Italian style, with 20-inch sandstone walls. The stone made the fortress home warm in the winter and cool in the summer. It has a cupola observatory and surrounding widow’s walk and is next to the Oregon Trail. The Bown House is a standing example of the early farming and ranching that was ubiquitous in the area.
In 1988 the building was threatened when the Independent School District of Boise bought the land as a future school site. The Idaho Historic Preservation Council convinced the school district to keep the Bown house. They turned it into a teaching museum for children and it is regularly open to the public. In 1995 the project won a National Preservation Honor Award from the National Trust.

Together, the planned neighborhood of Bown Crossing and the historic Bown House are five-star quintessential. They complement local history. Their features are well proportioned and promote neighborly interaction. They work together and individually, are memorable and carry emotional weight.