



Box Garden
Plano, TX
CASE STUDY

Plano, Texas, a sprawling city outside of Dallas has become one of the fastest growing and vibrant cities in the region. With its important financial and commercial base, Plano is headquarters to many important companies in the US. There is also manufacturing and food production that is key to the area.

Legacy West is part of a 240-acre development focused on office, retail and hospitality that has been under development since 2015 and is part of a dense mixed-use master plan that is a model for urban development. The retail component features top international retailers and the office developments house some of the region's top companies. It has been a highly successful development that has spurred growth of adjacent development including more office, retail, hospitality and residential projects.

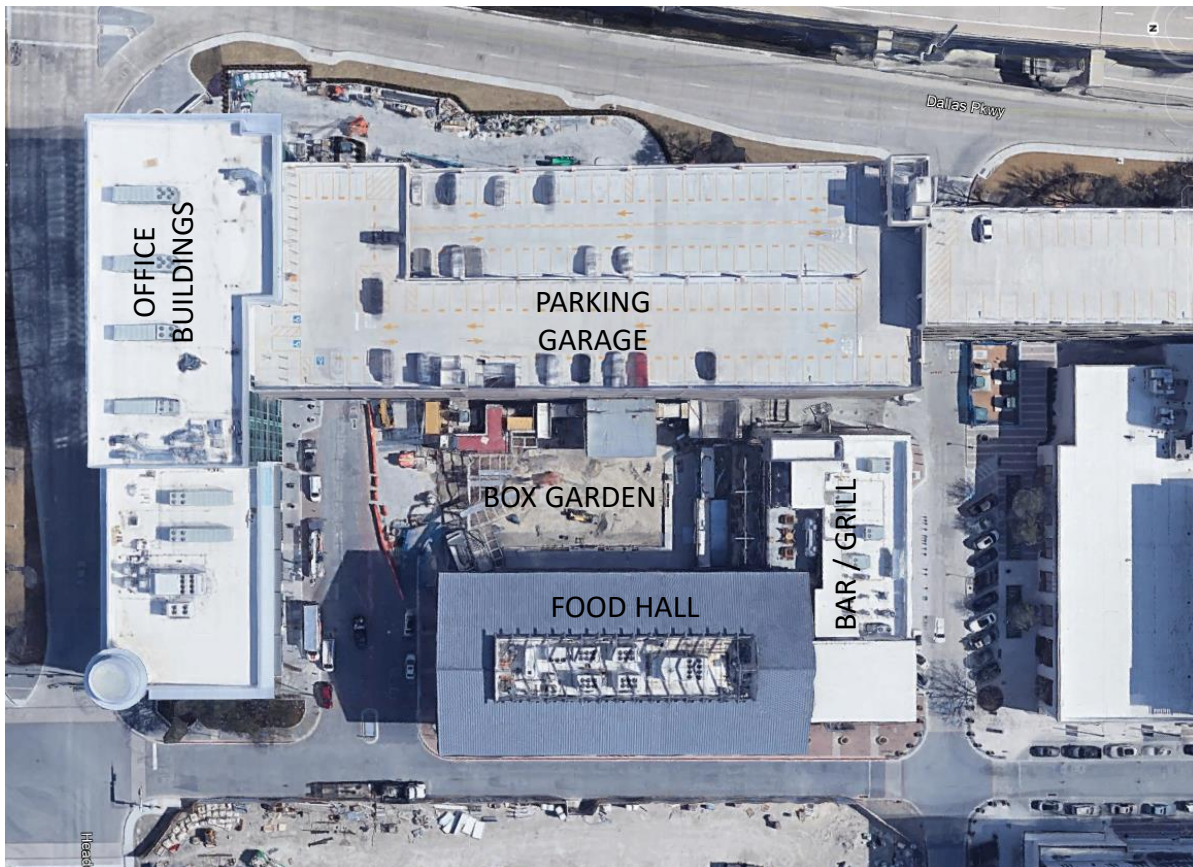
SMART GROWTH

Legacy West is a model of urban development, providing a walkable environment where people can work, shop, live and play. Central to other major manufacturing and financial center, a large workforce is only minutes away. Providing shared parking, the impact of the center reduces the number of vehicles on the street and provides functions day and night, throughout the week.



ADJACENCIES

Within its ½ acre footprint, Box Garden is surrounded by key adjacent services. As a small infill lot within the east end of the Legacy West development, Box Garden is adjacent to the parking garage to the north that services as a backdrop to the stage, a large office tower to the west, an innovative food hall to the south and a restaurant and grill to the east. These adjacent facilities provide a captive audience for Box Garden, which serves as a centerpiece of the development. With its 3D visibility, Box Garden's architecture had to provide compelling views from all sides.



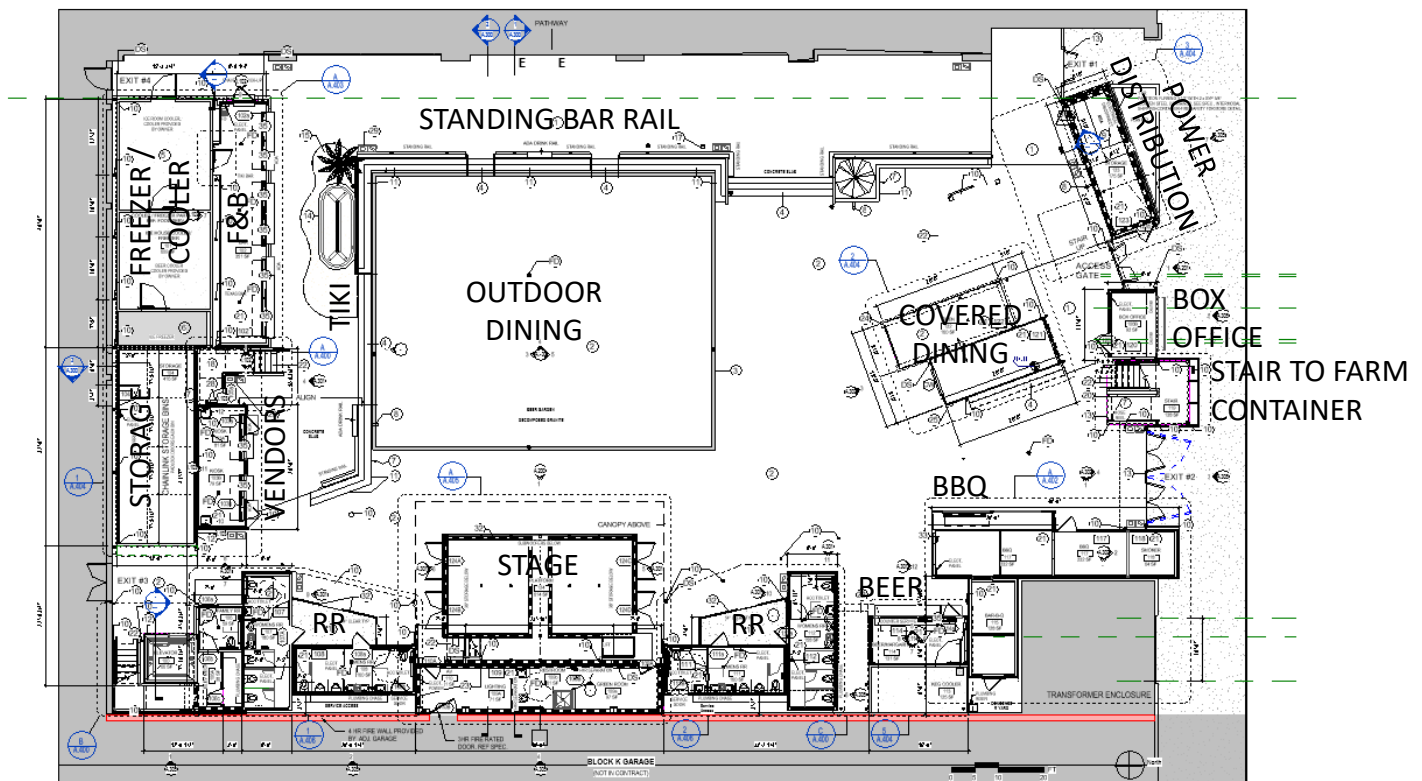
LEGACY HALL

Developed by the Foodhall Company, Legacy Hall embodies the new thinking in dining experiences. With anchor micro-brewery Unlawful Assembly, the food hall features multiple food and beverage formats that offer both engaging indoor dining and experiential outdoor dining overlooking the Box Garden. With the same development team overseeing Box Garden, there are opportunities to co-brand and coordinate activities between vendors in both facilities. Legacy Hall remains open during performances at Box Garden.



Box Garden, a 1500-person live music and performance venue with a multi-tenant food and beverage vendor ring surrounding it, provides a significant entertainment experience within the Legacy West development. Accessible from all sides, Box Garden serves as both a publicly available space during non-performance times and is able to provide limited access paid admission during performances. Based on European beer gardens, the project provides a welcoming atmosphere, which encourages family events.

Planned from the onset as a high-end performance venue, the project features a stage with a large roof covering that accommodates professional audio and video. The stage backdrop features one of the largest LED screens performed to date. The stage itself has integrated speakers and sub-woofers as part of its world-class audio system and also provides storage for seating that may be broken down for standing-room only events. The engineering board for live acts is accessible via a cable conduit to provide discreet sound system control and power is provided throughout the plaza for a range of events including political rallies. The stage even has a green room with restroom and shower facilities with access from the adjacent garage that allows performers to arrive and prepare out of site from the venue and take the stage via a private stair.



Beer garden Odonien, Cologne

A beer garden among metal sculptures, water features and fire installations. This open-air area in Cologne's trendy Ehrenfeld district was created by the industrial artist Odo Rumpf. Concerts, an open-air cinema, and other events take place here, even during this coronavirus summer — obviously with social distancing. Some 200 guests can enjoy a cool Kölsch beer in a quirky and cozy atmosphere.





Entry Impression

From the street, Box Garden announces itself by the 30' vertical tower, which functions as the Bar-B-Q smoker exhaust, meeting municipal requirements. The box office is clearly marked and branded when open, providing clear direction from the street.

The entry provides complementary modern architecture when positioned adjacent to the food hall and parking garage and maintains its identity. Entry gates are designed to provide clearly wayfinding and are closed during events with limited accessibility with the doors within the gates. The gates are outfitted with panic bars for egress in case of an emergency.

The Bar-B-Q smoker tower outlined with LED strip lighting provides a preview of the technology that is integral to Box Garden. Suspended above the ticket booth is a container farm, an advanced urban farming facility. The on-site food production facility provides leafy green vegetables and herbs to participating restaurants. This approach is a much more sustainable approach to food distribution than traditional farming, where food is transported for hundreds and even thousand of miles.

Urban farming also avoids concerns of food-borne illnesses that are common in leafy vegetables where water contamination is a concern. Food produced in this format are organic by nature, reduces water considerable as they require as little as 10 gallons a day while producing as much food as a two-acre parcel of land within a 320 square-foot area. When stacked, the land use becomes even more efficient, as container farm buildings are often stack three or more levels high.



Sustainability is reinforced throughout the project, not only by the use of repurposed shipping containers, but also LED lighting throughout and rooftop gardens. Reducing the heat-island effect, rooftop gardens absorb sunlight and also provide engaging architecture when viewed from above.



Daytime is Play Time

During the day, tables are set for outdoor activities that include a range of outdoor games and activities. The open area even hosts events such as yoga and of course Dallas Cowboy football games and other sports events on the giant screen. The venue accommodates private parties, clubs and other venue rentals as part of the ever-evolving program of activities that activate the community.

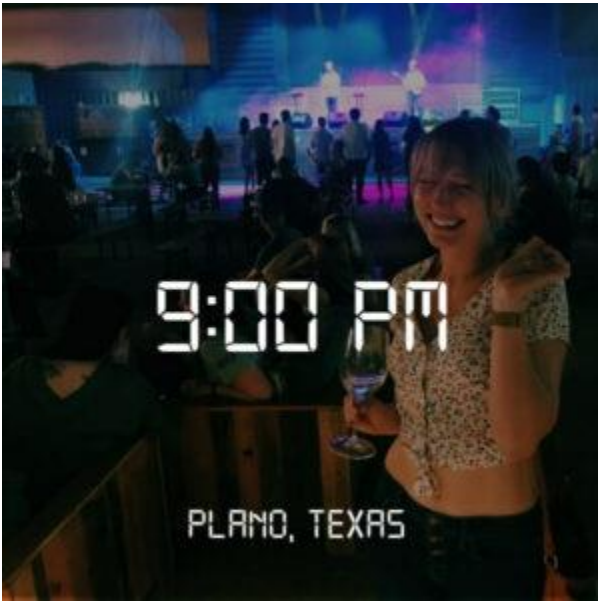


Multi-purpose Facility

Similar to the European beer gardens, Box Garden has become a hub of activities for Plano and serves many purposes beyond the concert venue platform. In conjunction with Legacy Hall, the itinerary is coordinated and booked up to months in advance. Local artists have an opportunity to perform in a professional format, while local vendors are able to demonstrate their food and beverage offerings in a highly utilized venue.

During the pandemic, Box Garden, as an outdoor facility, accommodates outdoor dining, providing overflow dining to the food hall and other venues as well. The popularity of container parks continues to grow, while other restaurants struggle to stay open.





Nighttime Comes Alive

When the sun goes down, the lights come on and Box Garden transforms into a captivating concert venue. The LED stage backdrop provides professional graphics for even local acts and enhances the lighting in the venue. Although just over a hundred feet from the front of the stage to the food hall outdoor dining, the sound system is carefully balanced to provide ideal sound throughout the space. Large speakers at lower volumes fill the space evenly with the best possible acoustics.

Providing fantastic photo opportunities, Box Garden is easily the most photographed venue in Plano. The iconic stage is an architectural masterpiece, providing over 30' of depth while supporting thousands of pounds of lighting and speaker weight. This is accomplished by constructing vertical towers that support the canopy with deep footings and cable supports from protruding columns, ensuring a safe structure even in the typical high winds.



Successful Operations

Providing great accommodations for vendors and well-managed operations has been hallmarks of Box Garden's success. There are a lot of contributing factors that cannot be replicated everywhere, such as the location and adjacent facilities. Box Garden was initially slated to be a two-story venue with a walkway surrounding the horseshoe of the facility, but there was a question about its potential for success, although now that clearly would not be a concern.





Box Garden

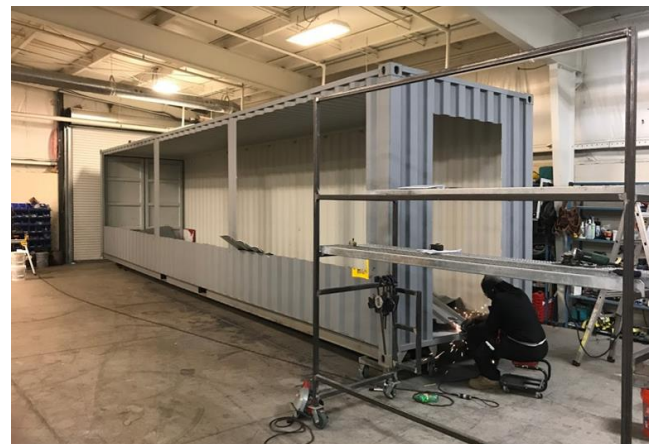
Plano, TX

CASE STUDY

Construction Considerations

Because of the limitations and complexity of the site, it was greatly beneficial for the majority of the vertical construction to occur offsite at the IkonIQ manufacturing facility as a modular construction project. The stage obviously needed to be constructed onsite but was prefabricated at the IkonIQ plant in New York and transported in sections. The modular approach enabled the shell construction, interior upfit and installation of the food service equipment to take place indoors saving months from the construction timeline. Additionally, cost in the field were reduced, since the half-acre site would have created extraordinarily complicated conditions to perform the finish work.

This approach enabled all of the vendors to see progress of their facilities prior to delivery enabling them to train and plan operations prior to arrival onsite. Once installed, the project was able to open with all vendors ready at the same time. Much credit goes to Foodhall Co. and the design teams at Gensler and IkonIQ. As with all projects of scale, there was significant involvement early on with the City of Plano and the Legacy West facility team.





MODULAR BUILDING DIVISION

2370 FIREHALL ROAD
CANANDAIGUA, NY 14424

585.393.9888

www.ikoniq.com

gswistak@ikoniq.com

briancasterline@ikoniq.com

robertcox@ikoniq.com