



MERIDIAN
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WAYFINDING AND SIGNAGE COMMITTEE MINUTES
Wednesday, April 20, 2016
3pm
City Council Conference Room

Attendees: Ashley Squyres, Eric Jensen, Brian McClure, Mike Barton, Callie Zamzow

1) FY2017 Project Planning Discussion

The purpose was to identify potential projects for the upcoming FY17 budget discussion. The committee created the following list of ideas:

A. Destination Downtown Banners:

- *The committee would like to keep the different district designations however; they would like to explore changing out the signage to match the new branding.
- *Investigate whether the existing signage can be modified or if new signage will be needed.
- *Determine potential design and construction costs.

B. Kiosks:

- *Would like to explore placing a kiosk in front of All-American Insurance and revisit the idea with the Boys and Girls Club.
- *Follow up with the MDBA on the timing of the new list of businesses.
- *Recreating the panels [with the business listings] with the new branding.

C. Directional Signage:

- *Revisit the design with the new branding.
- *If pictures are to be included, include all three; or perhaps just the black square of the logo.

D. Overhead Entrance Signage:

- *Focus for FY17 should be on design concepts and continue to save for this project.

E. Other Entrance Signage Opportunities Directing Downtown:

- *The Human Bean at the SW corner of Meridian Road and Cherry Lane.
- *Near the ACHD Park and Ride/Meridian Speedway
- *Pine Avenue, west of Main Street
- *Pine Avenue, near Locust Grove [would need to be a partnership with the City as it is outside of the URD.

F. Street Sign Toppers for Old Town:

*Similar to what you see on Harrison Boulevard and other historic districts in Boise.

G. Partnership to restore McFadden Signage:

*Brian McClure suggested there may be a partnership opportunity with the Historical Commission to restore the original McFadden signage.