

Downtown Meridian Marketing Strategy

A Look at the Future



Presentation and Discussion
with the

The Hudson Company

February 18, 2004

Marketing Vision Summary



- Primary Markets:
 - Meridian Residents, Families
 - People Connected to Meridian Economic Strengths
- Downtown Roles: **Heart, Home, Hub**
- Downtown Activities: **Live, Work, Shop, Learn, Play**
- Downtown Theme: **Connection**
 - Discovery, Services, Comfort, Activity
 - "Great Place to BE"
- Downtown Marketing Strategy:
 - 15 Components in 3 Segments
 - Segments: **Organize, Communicate, Build**

Meridian's Marketing Strategy

Key Elements:

Organize

Communicate

Build

Each Element Has 4-6 Programs

Each Program has 4-8 Actions

Strategy Element: Organize



Organize for Implementation

- Organize the Team, Resources & System
- Refine Regulatory Framework to Support Vision
- Establish a Design Guidelines System to Strengthen Sense of Place
- Provide Exceptional Business Retention Program
- Target Business Recruitment Strategically
- Become a Learning Center

Organize the Team



- **Aligning people and resources for change**
- Select and guide leaders and agents
- Provide resources for information sharing and skills training as appropriate
- Ensure that team fully understands and believes in the vision and strategic plan
- Refine structure for team communication, roles, performance and progress tracking
- Create and maintain a records management program to provide comprehensive information

Project: **Refine Team Structure, Roles**

Strategy Element: **Organize**

Action	2004			Lead
	Q1	Q2	Q3	
Conduct Implementation Workshop				MDC
Include Partners				
Partners Formally Adopt Vision/Plan				City
Hire MDC Executive Director				MDC
Train City Staff re New System				City
Refine Team Communication				MDC
Expand Biz Retention System				City
Seek Outside Resources				All
Set Progress Tracking System				MDC
Create Info Sharing/Mgmt System				MDC

Strategy Element: Communicate



Communicate to build understanding and excitement

- Promote in Right Order: Ready, Aim, Fire
- Emphasize Your Position as Center of the Treasure Valley
- Emphasize & Support Teamwork for Success with Implementation
- Celebrate Heritage & 'Community'

Promote Vision in Right Order: Ready, Aim, Fire



- Create a framework for extensive communication and promotion of vision
- Get All Partners to Adopt & Promote the Vision
- Implement First Steps: Build Momentum
- Sell the Vision to Investors & Businesses
- Promote the Vision Systematically to Target Markets
- Adopt implementation plan and track progress
- Communicate broadly and frequently the vision, the strategy, and the progress

Project: **Adopt & Promote the Vision**
 Strategy Element: **Communicate**

	2004			
Action	Q1	Q2	Q3	Lead
All Partners Adopt the Vision				MDC
Implement 1st Steps: Build Momentum				City
Sell the Vision to Private Sector				MDC,Ch
Promote Vision to Target Markets				MDC
Implement; Track Progress				MDC
Communicate Vision,Strategy,Progress				All

Strategy Element: Build



Realize the vision by following a strategic implementation plan

- Enhance Access, Circulation, Orientation
- Develop Downtown Subdistricts Strategically
- Refine Gateways, Streetscapes to Support Market & Design Strategies
- Strengthen Civic Presence
- Create a Vibrant, Historic Sense of Place

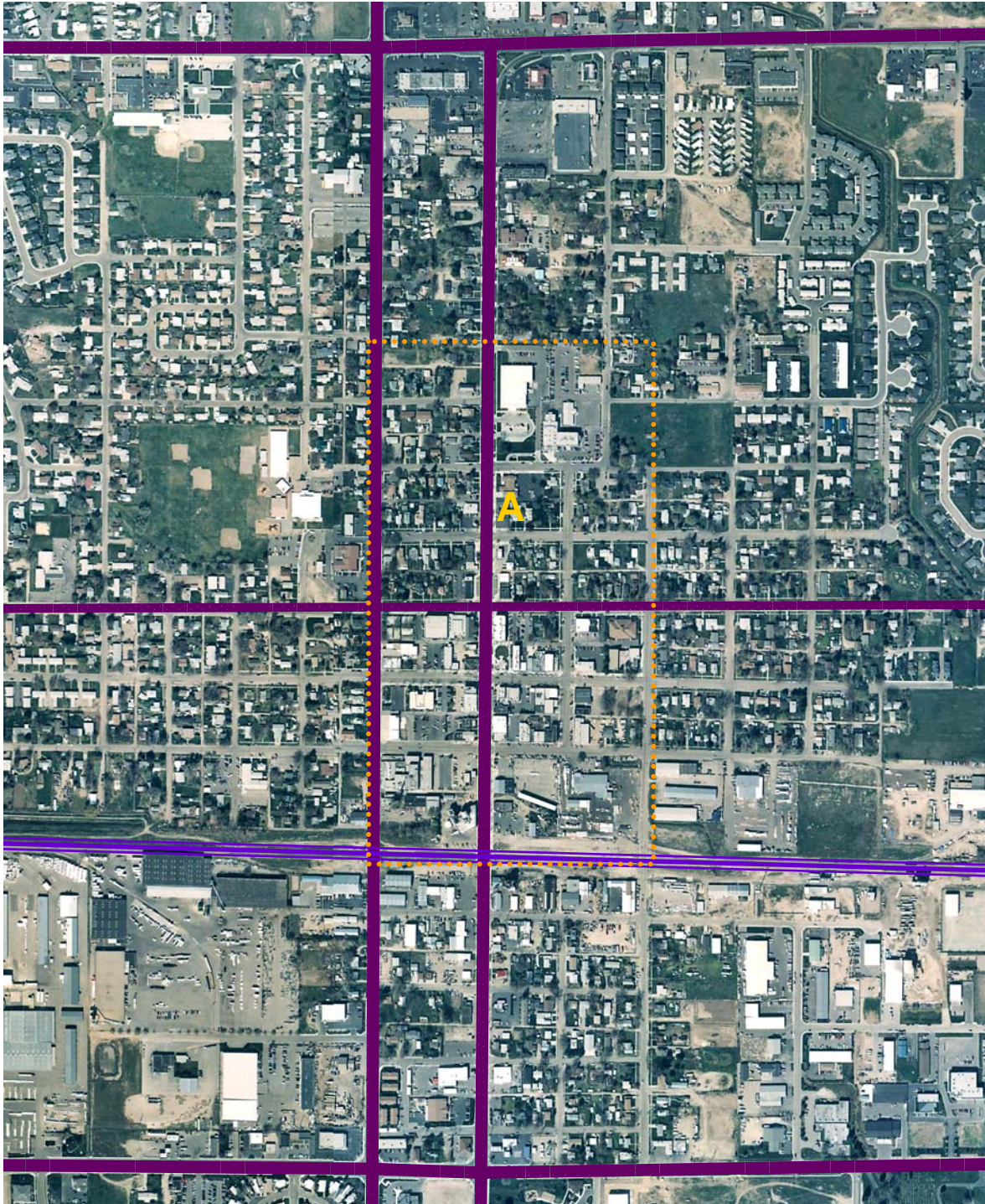
Strengthen Civic Presence



- Establish civic activities as a major presence in Downtown
 - Build New City Hall: a highly visible, architecturally significant, attractive place that encourages visitation and use
 - Provide space and programs for community gathering
 - Maintain civic functions in Downtown, including library, Post Office, and public safety
 - Establish system of public open spaces to attract Downtown-oriented activities.
 - Use *Discovery* and *Connection* as design themes.
 - Make them places to meet people and to linger.

Project: **Build New City Hall**
 Strategy Element: **Build**

	2004			
Action	Q1	Q2	Q3	Lead
Finalize Space Requirements				City
Set Budget for Project				City
Set Location Criteria				City
Identify Alternative Sites				City
Evaluate Sites' Traits				City
Select, Acquire Preferred Site				City
Initiate Design/Construction Process				City

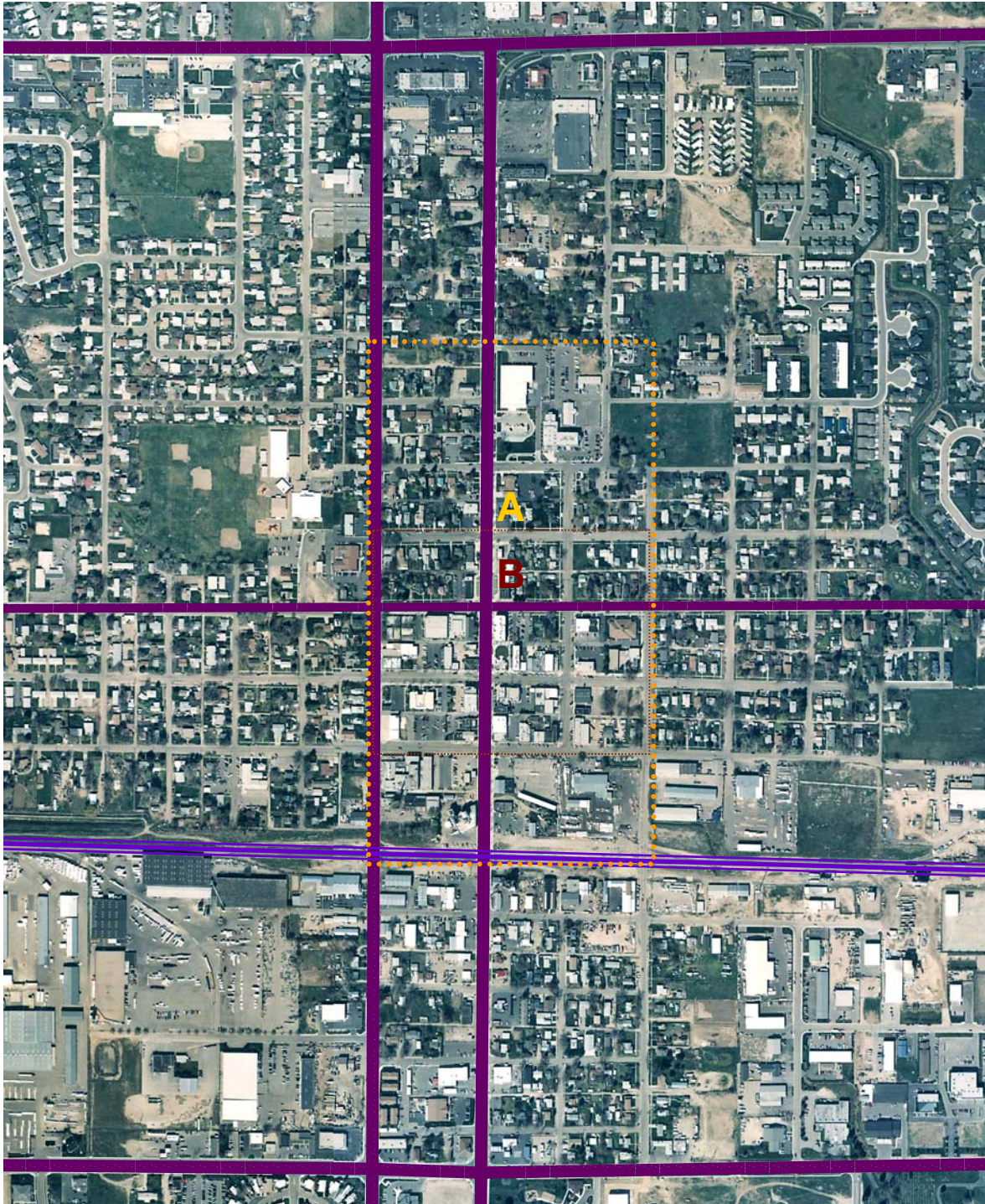


Downtown Meridian Marketing Strategy – Orientation

Districts

A. Downtown District – Med Density

Major Places



Downtown Meridian Marketing Strategy – Orientation

Districts

A. Downtown District – Med Density

B. Historic Heart – Med Density

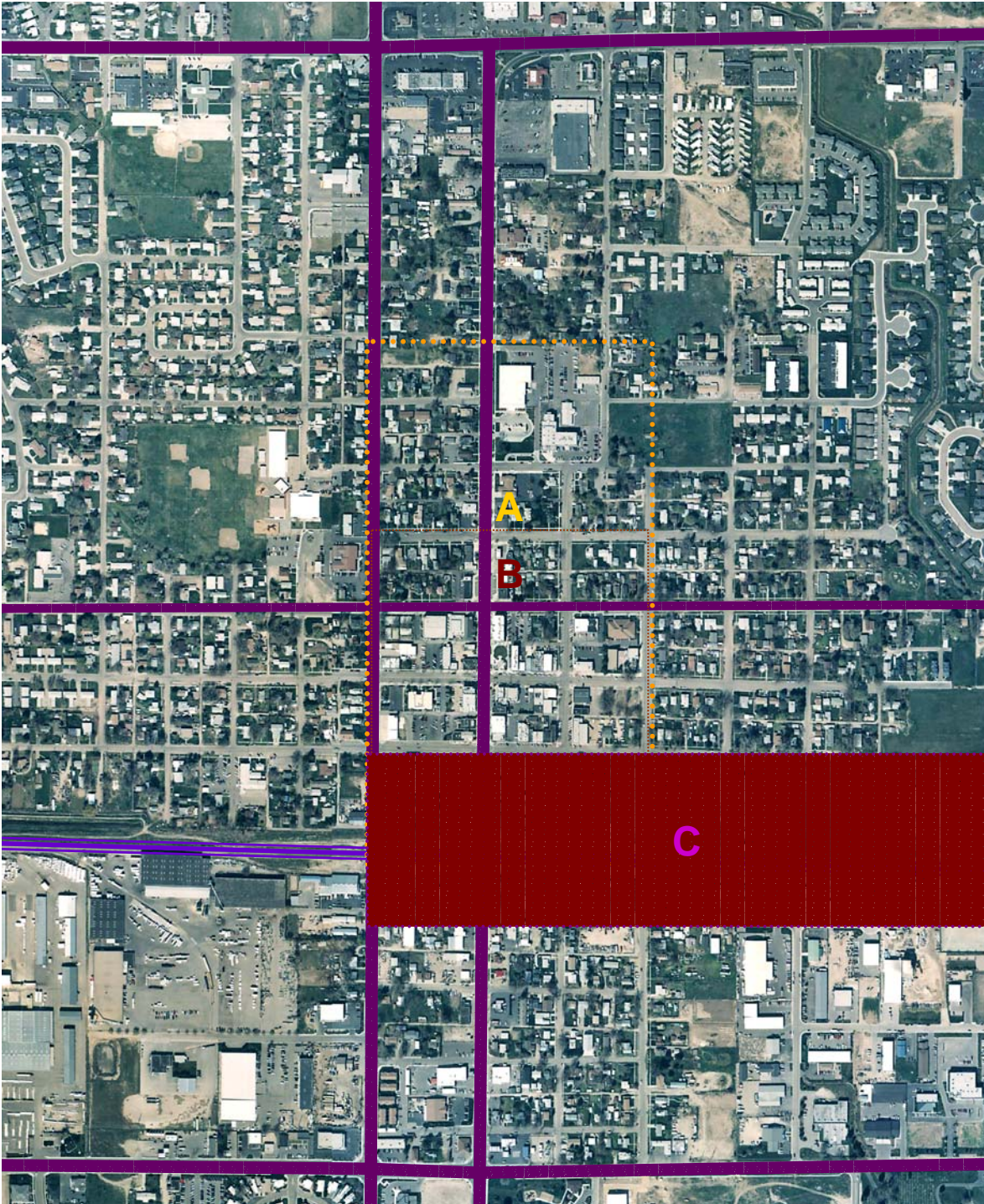
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Downtown Meridian Marketing Strategy – Orientation

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- A. Downtown District – Med Density
- B. Historic Heart – Med Density
- C. Transit Corridor – High Density

Major Places

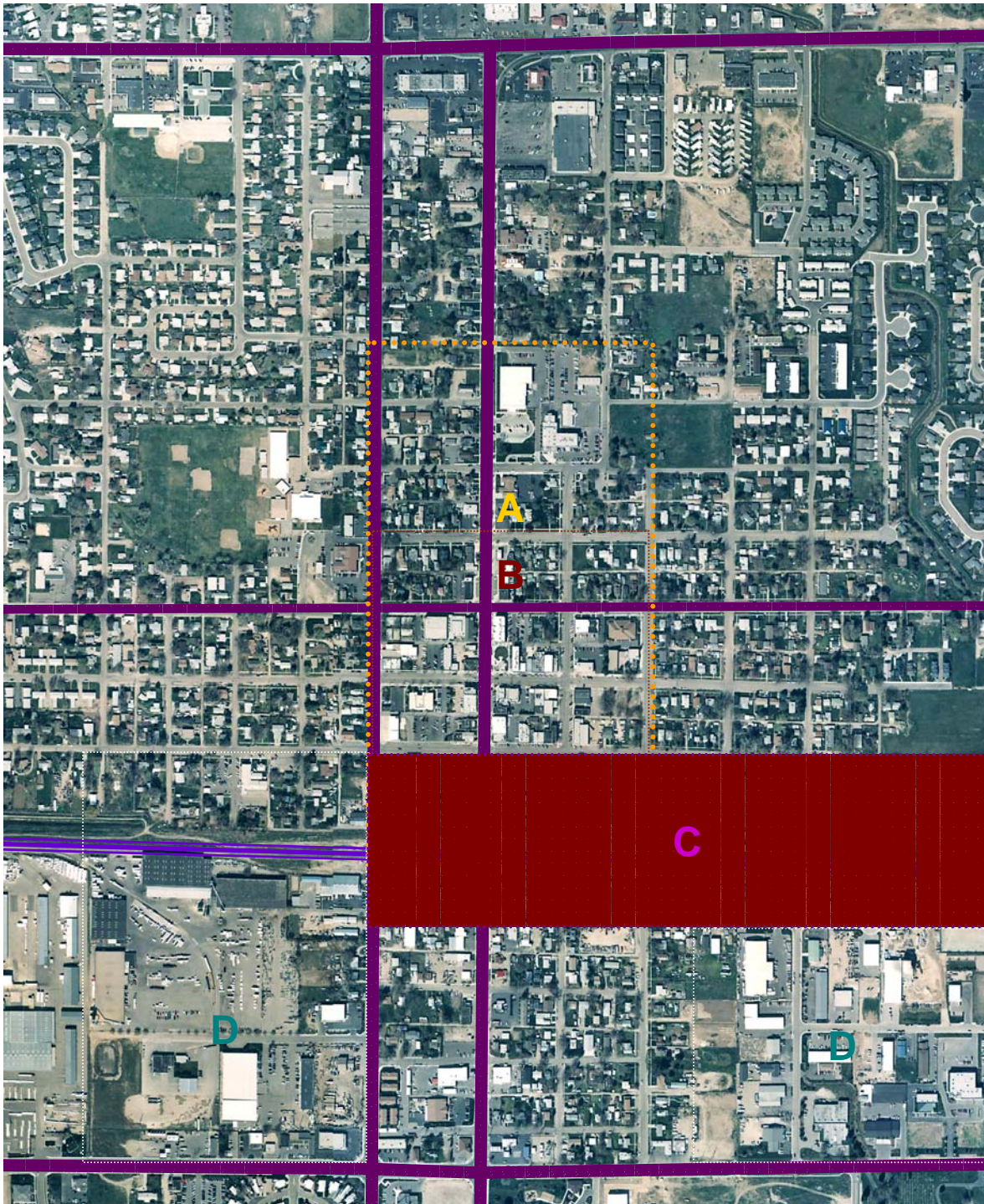


Downtown Meridian Marketing Strategy – Orientation

Districts

- A. Downtown District – Med Density
- B. Historic Heart – Med Density
- C. Transit Corridor – High Density
- D. Fabrication/Warehouse – Med Density

Major Places

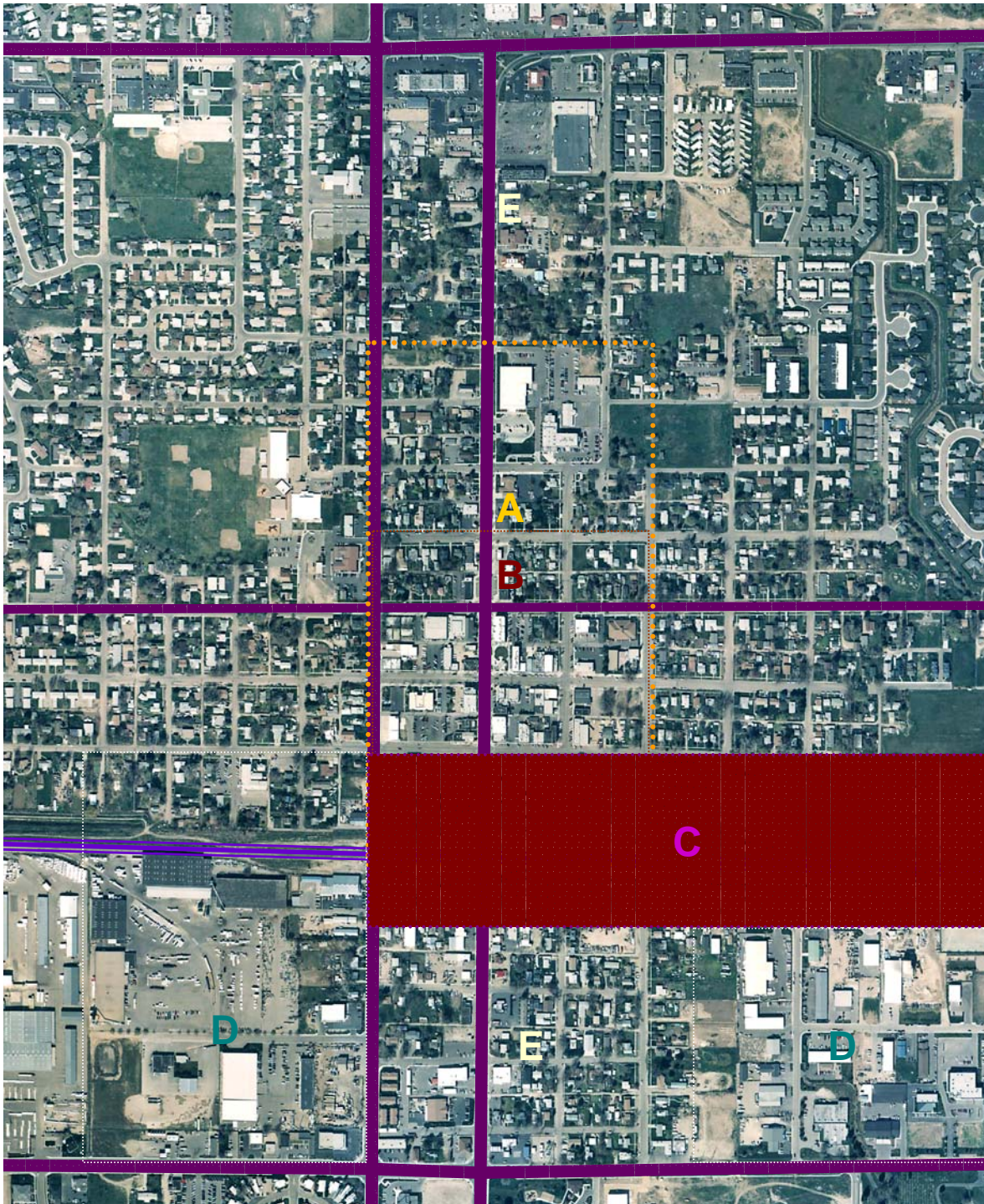


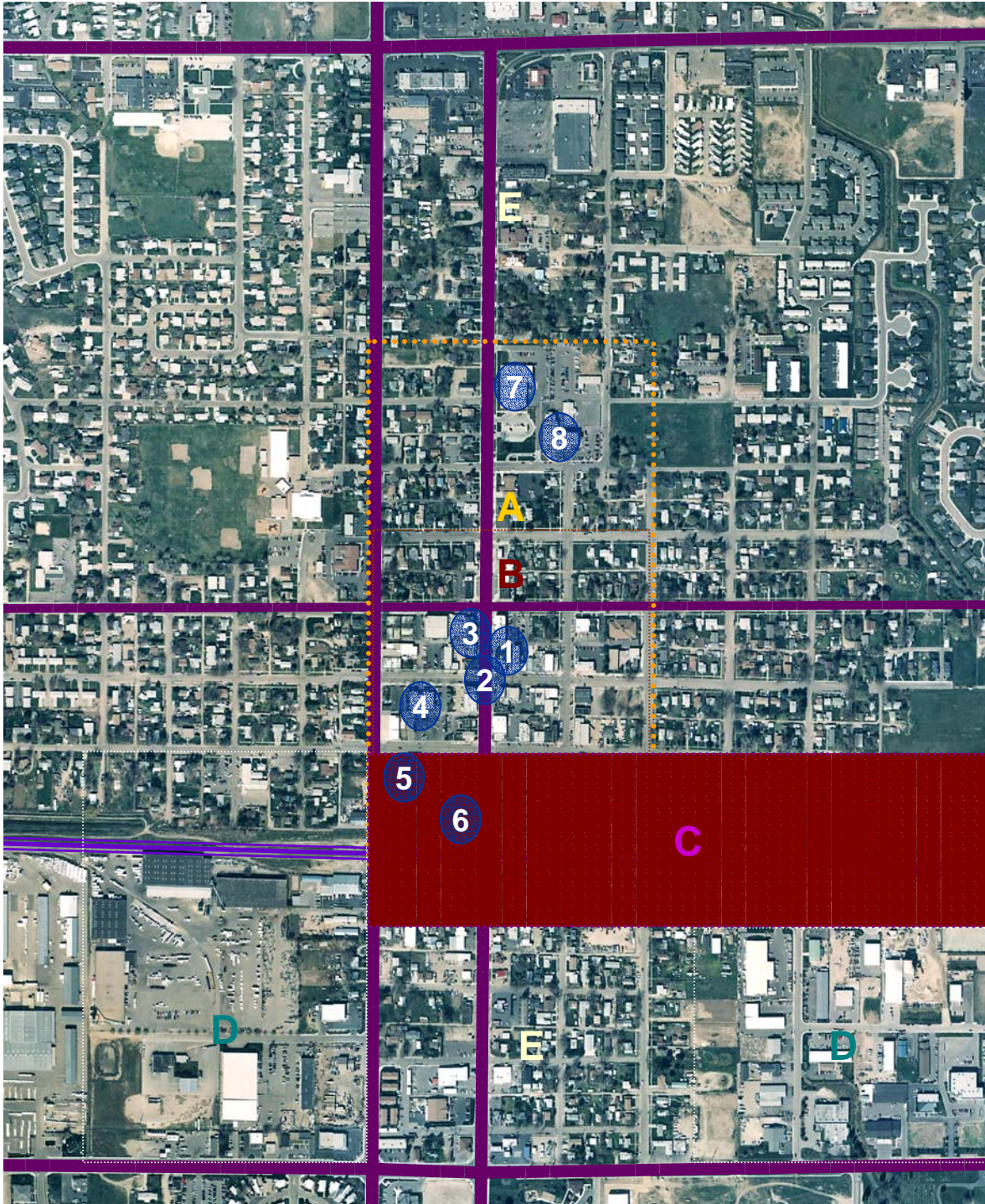
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- E. Neighborhoods – Low Density

Major Places





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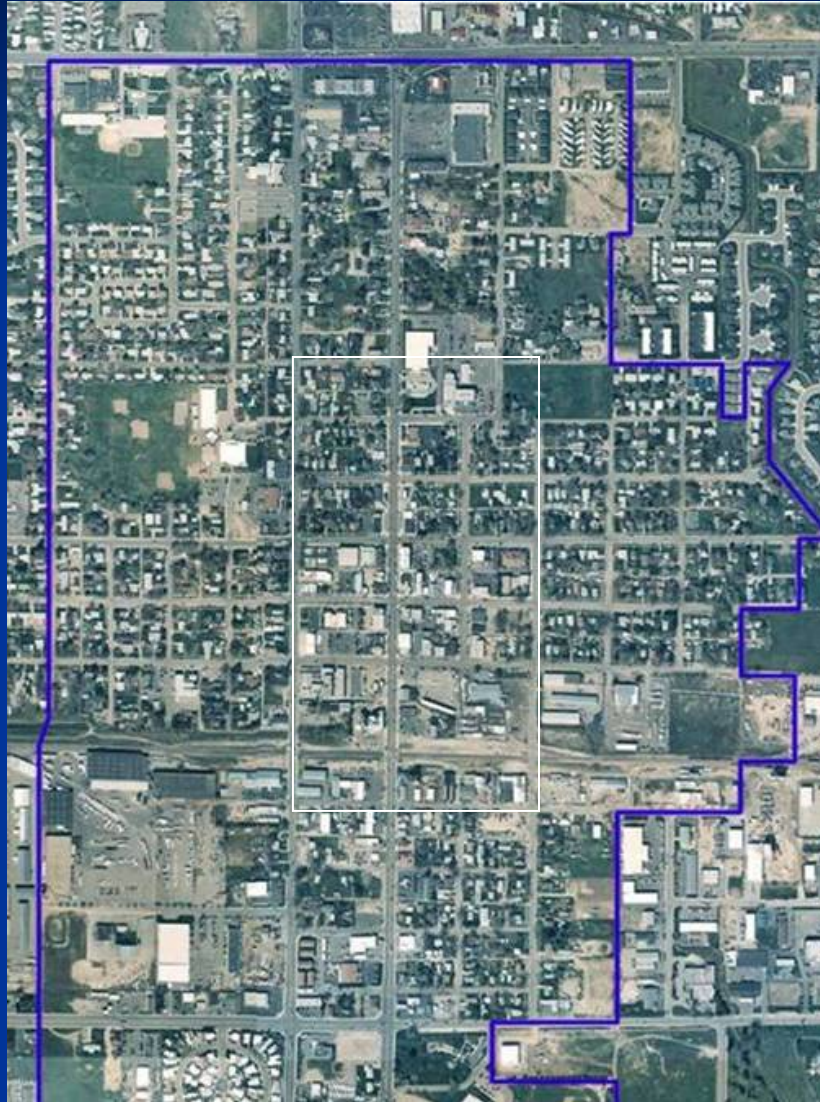
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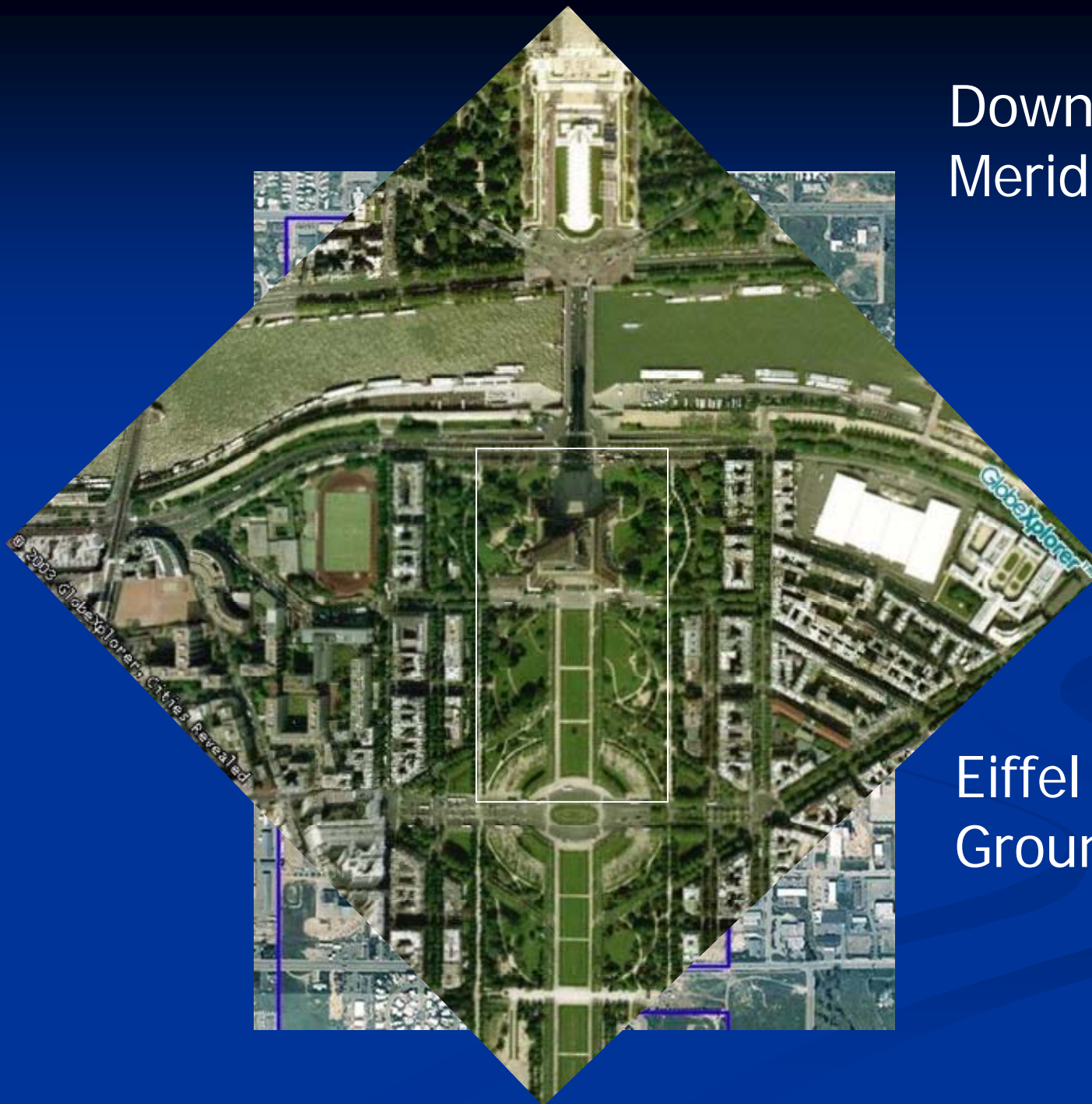
Major Places

- 1. Generations Plaza
- 2. Main & Idaho
- 3. Nazarene Church
- 4. City Hall
- 5. Creamery
- 6. Zamzows
- 7. Post Office
- 8. Cole Valley Christian School

Downtown Meridian



Downtown
Meridian



Eiffel Tower
Grounds

Virtual Walking Tour of Your Future Downtown Meridian

The Marketing Strategy will focus on...

■ Integrated Uses

- Social Retail
- Residential
- Office
- Open Space
- Culture & Entertainment

■ Teams & Resource Systems

■ Public-Private Partnership

Key Downtown Theme is Connection..



- Customers, Clients and Businesses
- Residents and sense of Place
- Neighborhoods
- Citizens and Government
- Heritage and the Future
- Generations
- Community and surrounding Treasure Valley

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Downtown's Sense of Place...



- Family-oriented public spaces
- Attractive, pedestrian-friendly sidewalks
- Highly livable, mixed-Use neighborhoods
- Circulation and parking systems encourage traffic "TO" downtown
- Convenient through routes
- Building densities rather than sprawl

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Downtown's Land Use System...

Key strengths will be integrated into the community and throughout neighborhoods.

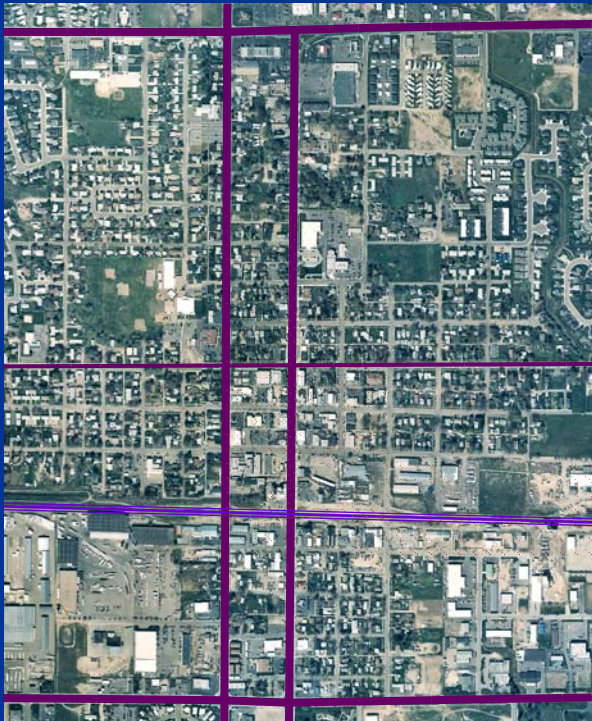
Market-Driven Integrated Uses:

- Social retail at street level
- Mixed-use residential, cultural, continuing education and recreational facilities (livable)
- Offices that serve Meridian
- Highly livable urban homes
- A Treasure Valley business-transit village along rail
- A strong, highly visible civic presence
- Network of Open Spaces

Integrated Uses

Social Retail

- Downtown District
- Transit Corridor



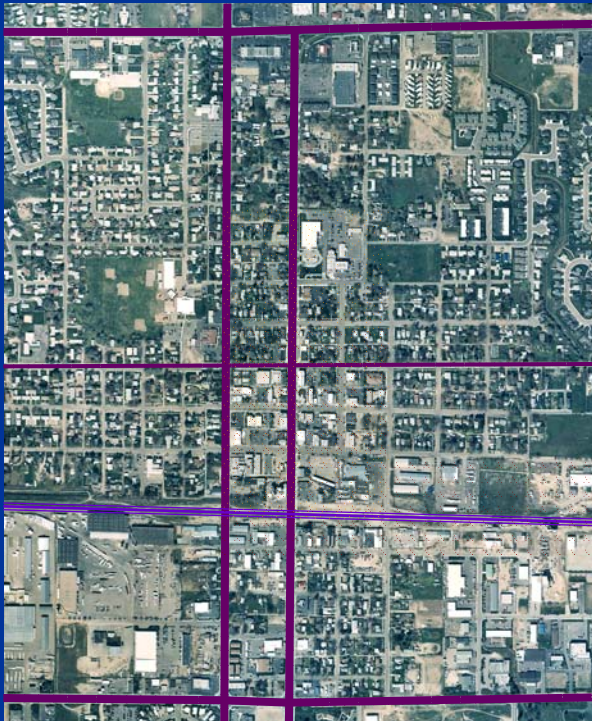
Character

- Pocket Parks
- Pedestrian Priority
- Restaurants
- Specialty Retail
- Farmers Market
- Family Activities

Integrated Uses

Social Retail

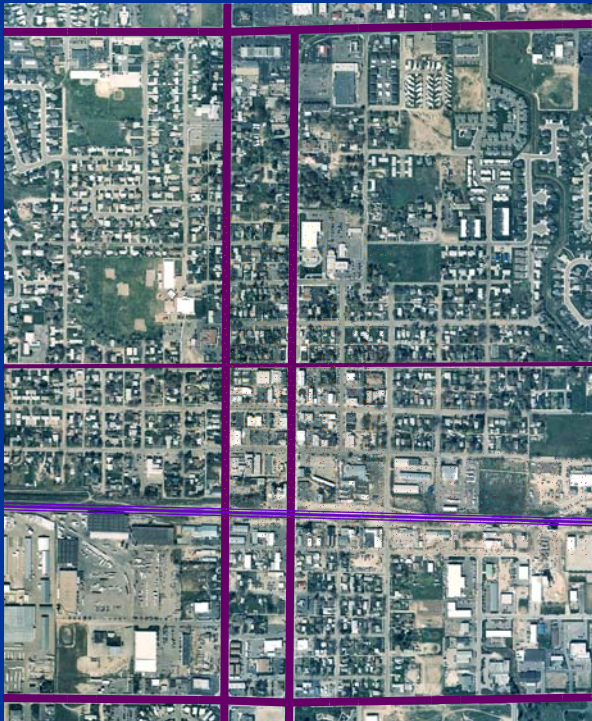
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Integrated Uses

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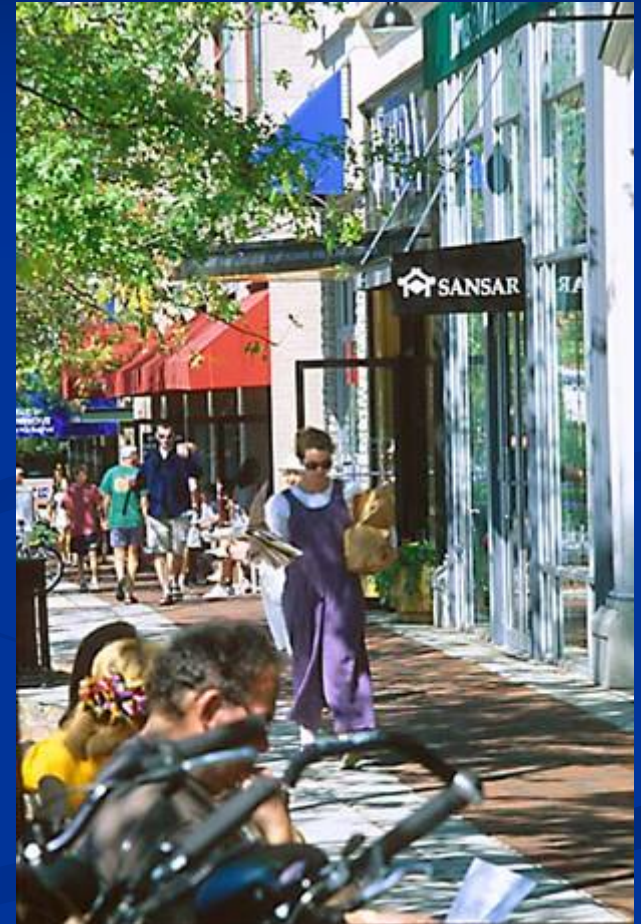
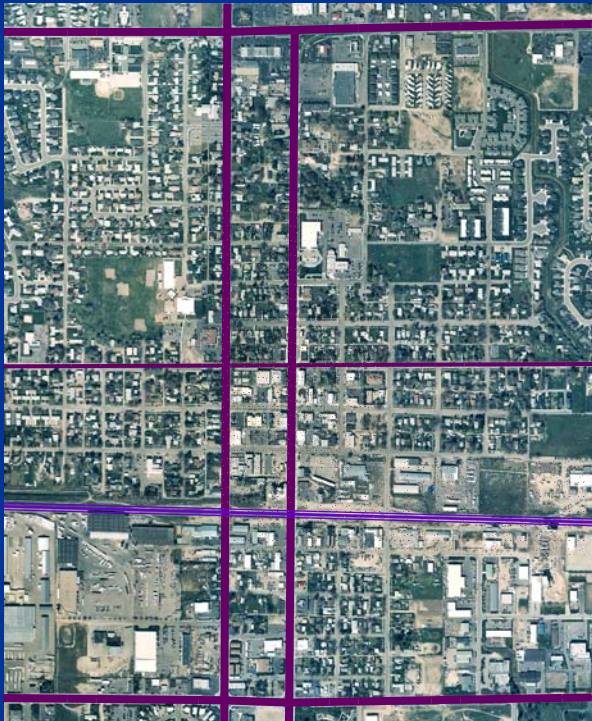
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Integrated Uses

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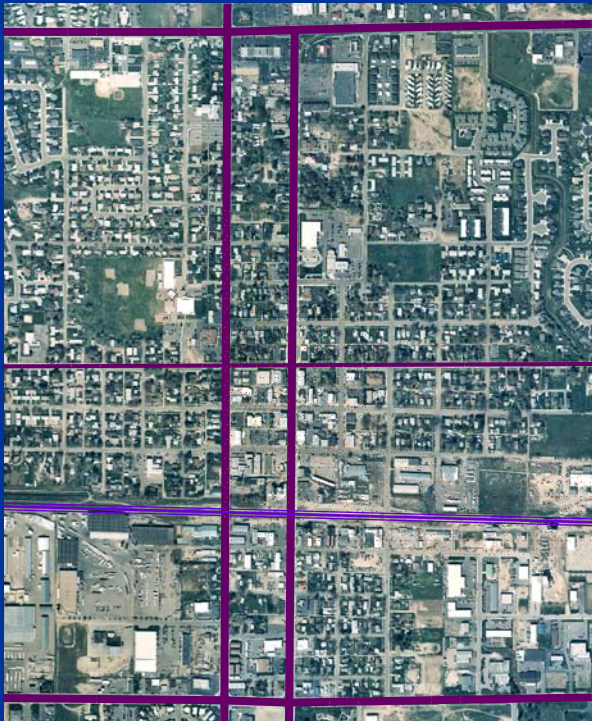
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Integrated Uses

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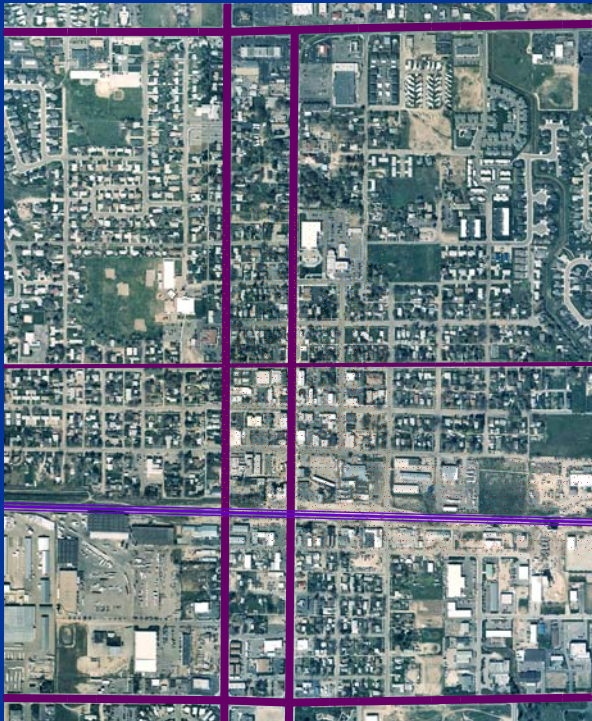
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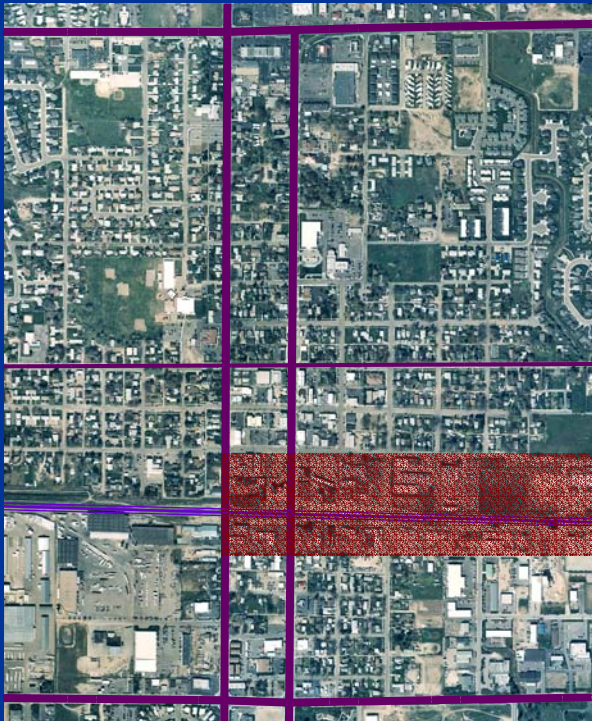
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Integrated Uses

Social Retail

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- Transit Corridor



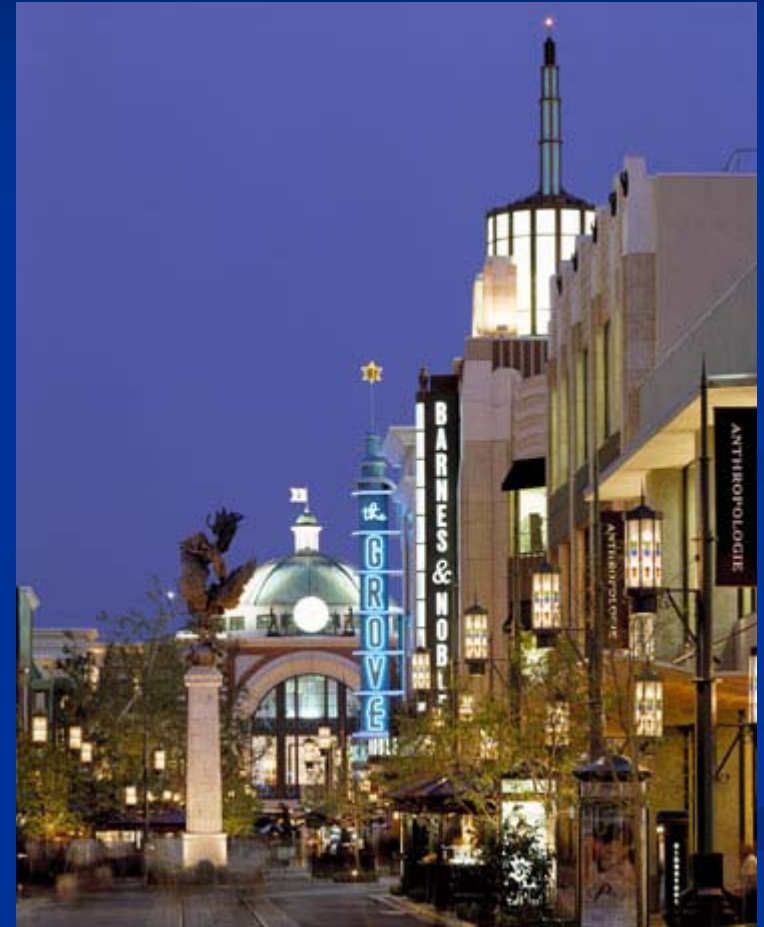
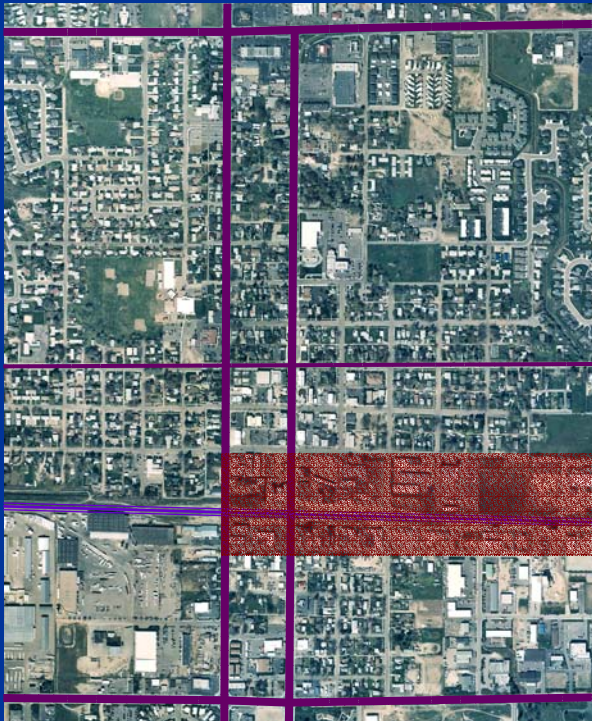
Character

- Urban Theater
- Galleries
- Delis/Coffee Shops
- Office Services

Integrated Uses

Social Retail

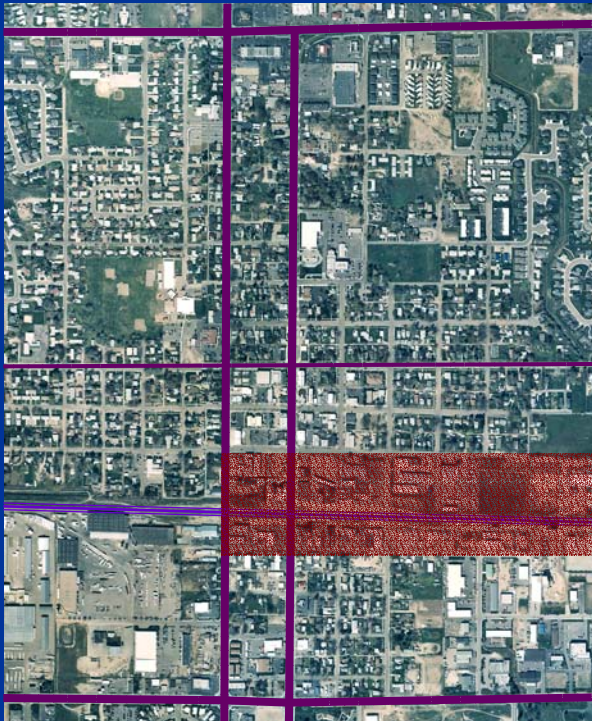
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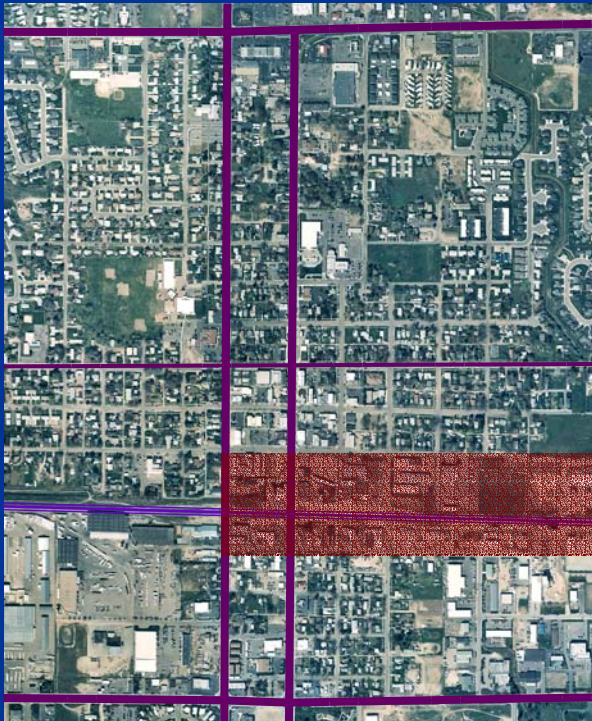
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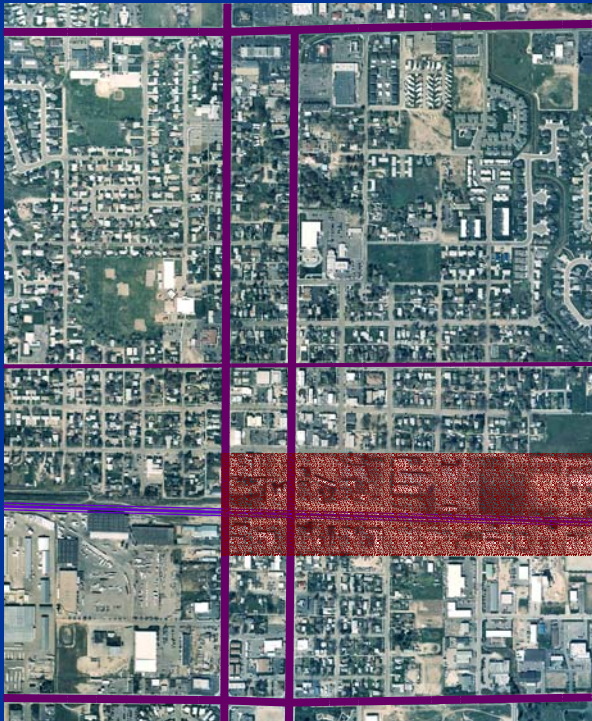
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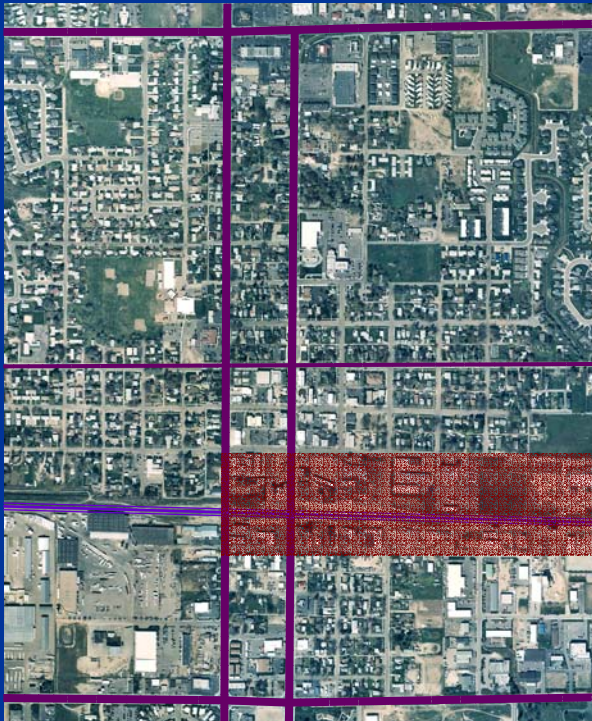
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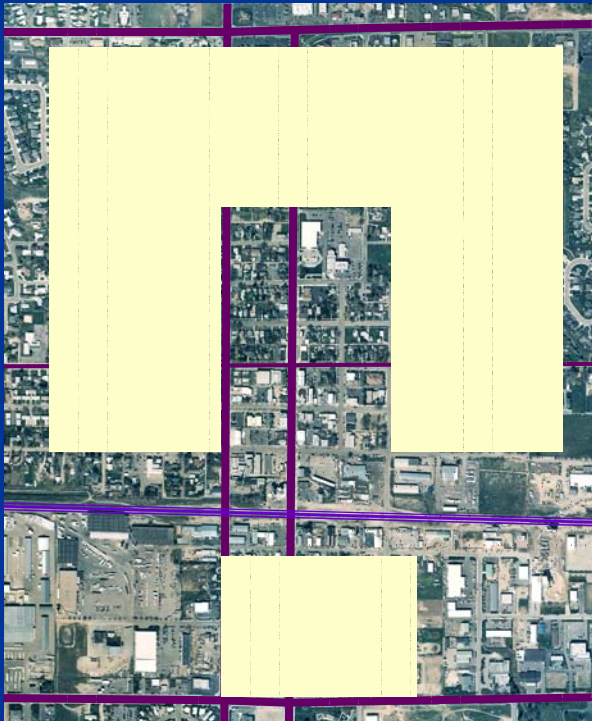
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Integrated Uses

Residential

- Neighborhoods
- Downtown District
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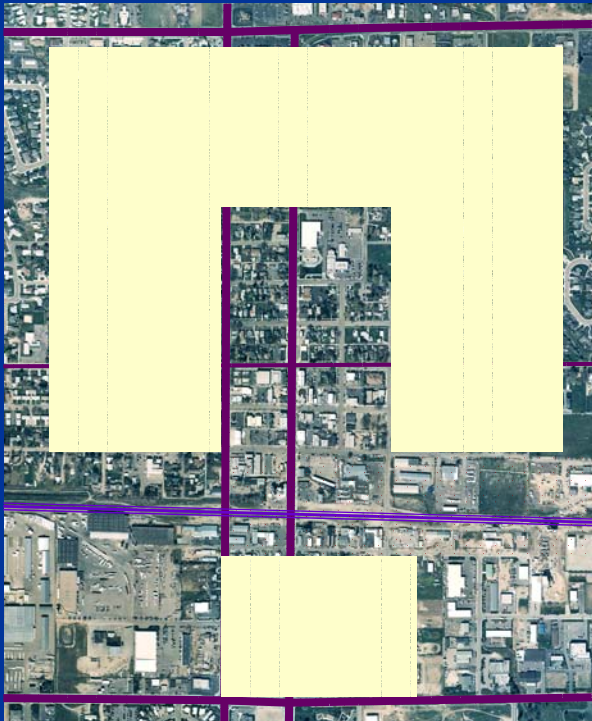
Character

- Single Family
- Small Lots
- Town/Row Houses
- One to Three Stories
- New and Old

Integrated Uses

Residential

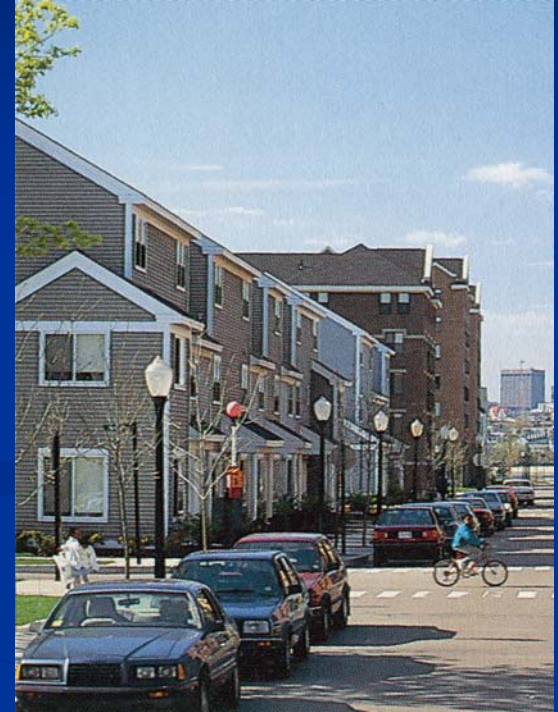
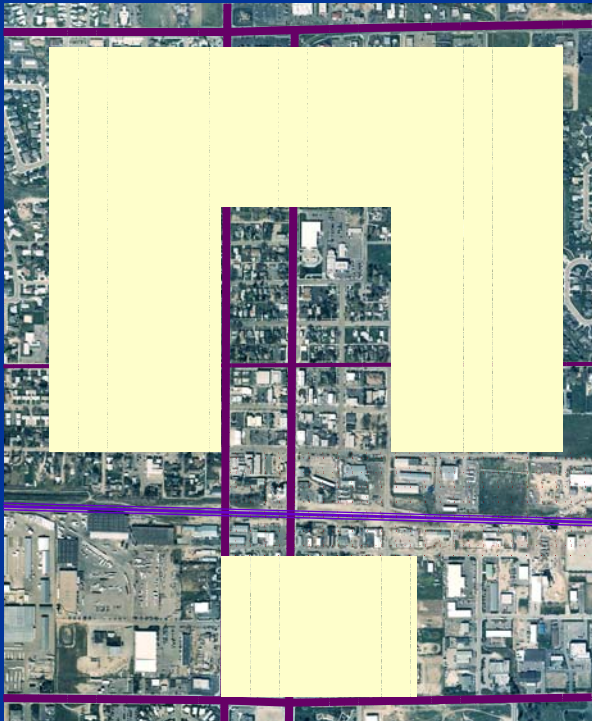
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Integrated Uses

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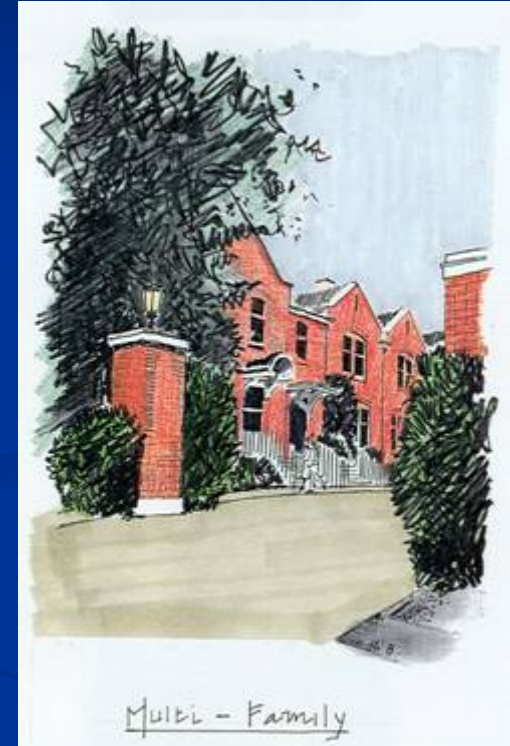
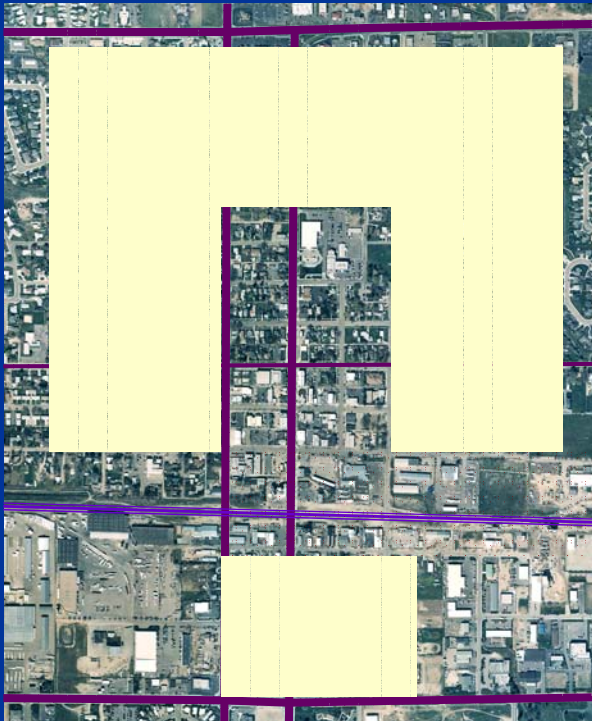
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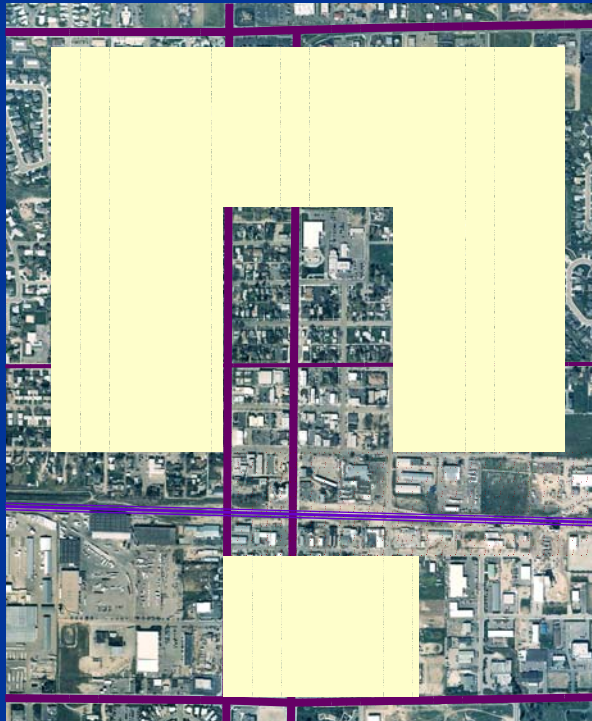
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Integrated Uses

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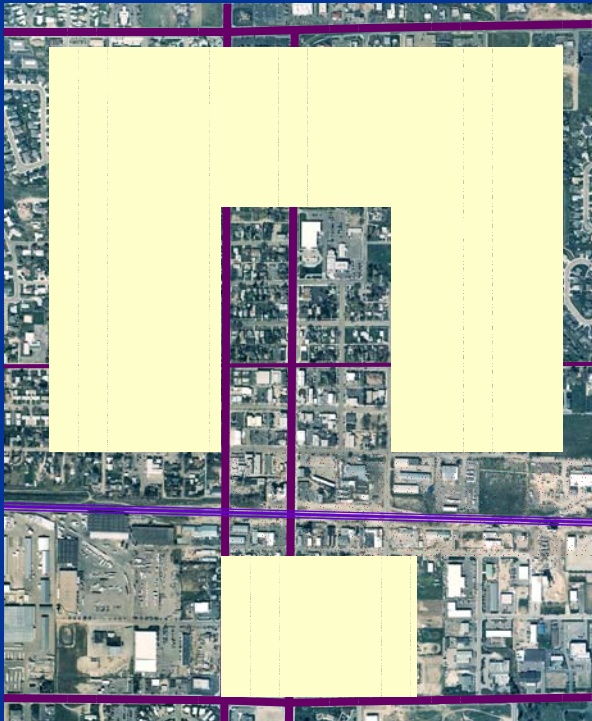
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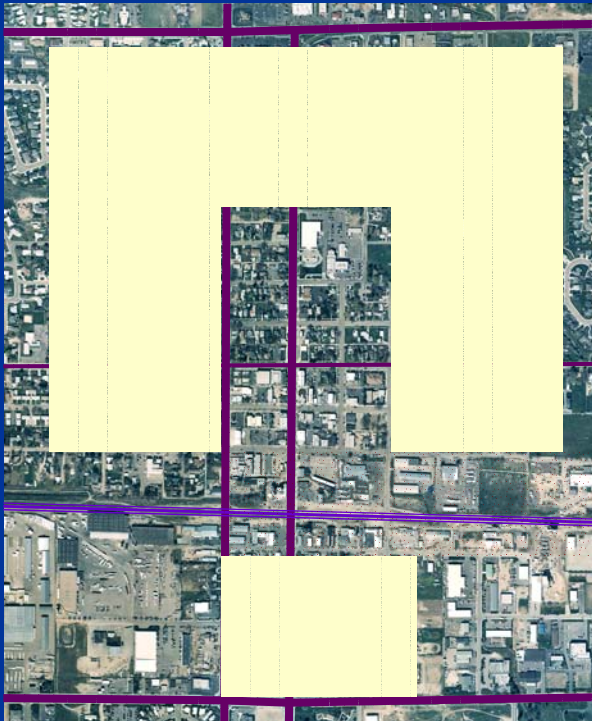
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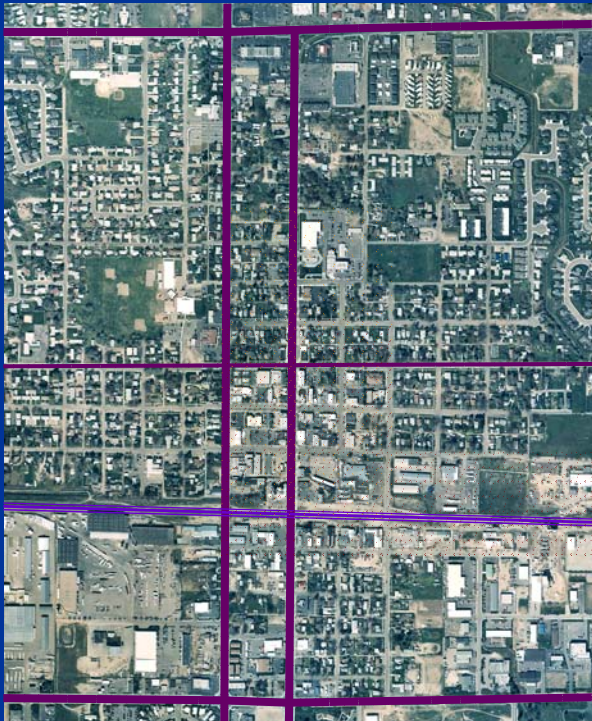
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Integrated Uses

Residential

- Neighborhoods
- **Downtown District**
- Transit Corridor



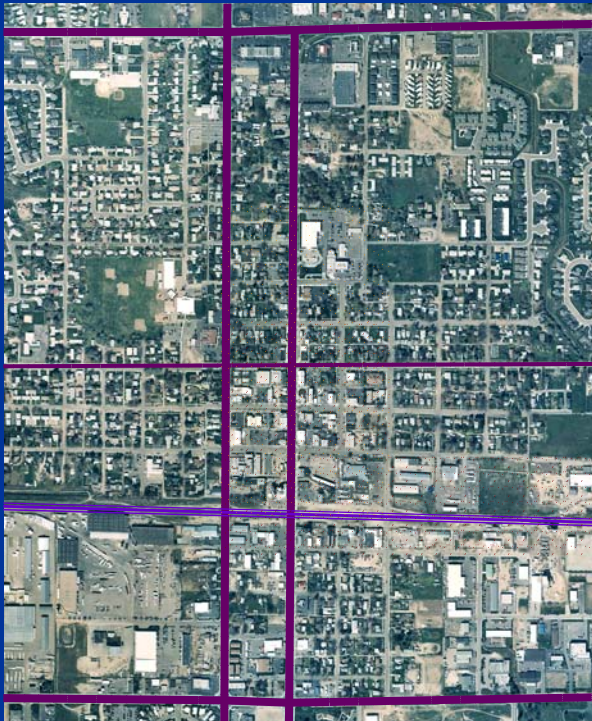
Character

- Mixed Use – Retail/Residential
- Historic/Adaptive Reuse
- Two to Three Stories (Up to 42 Feet)

Integrated Uses

Residential

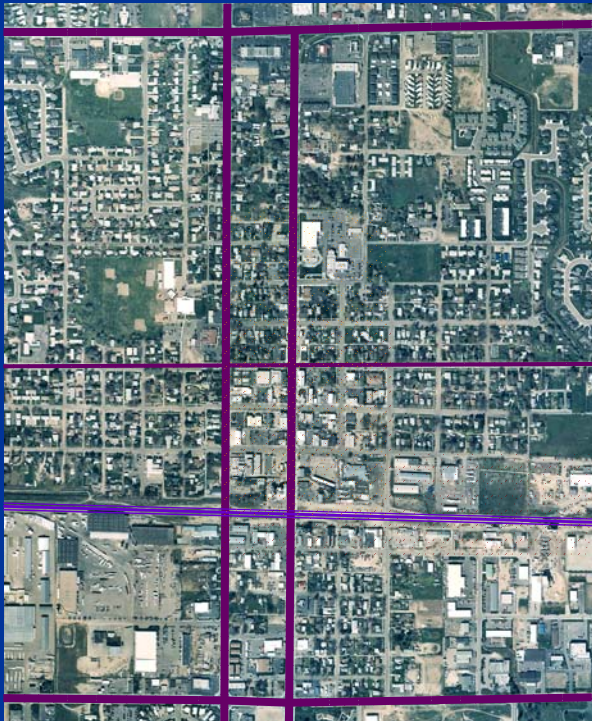
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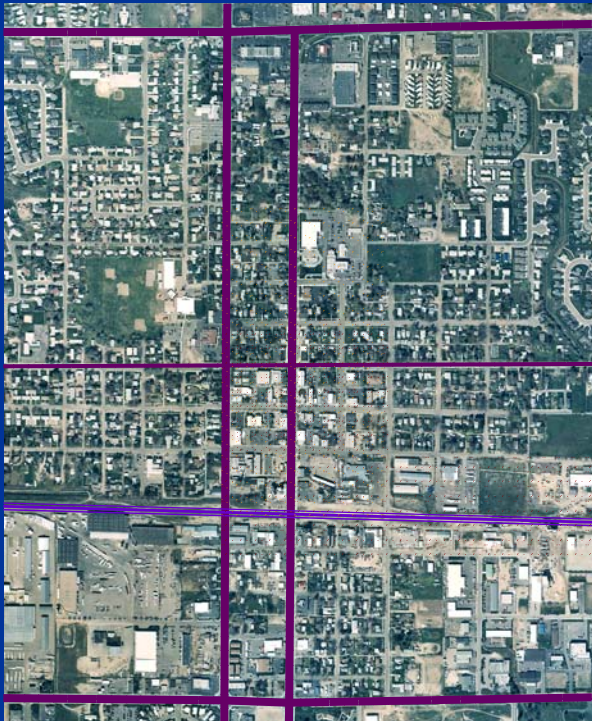
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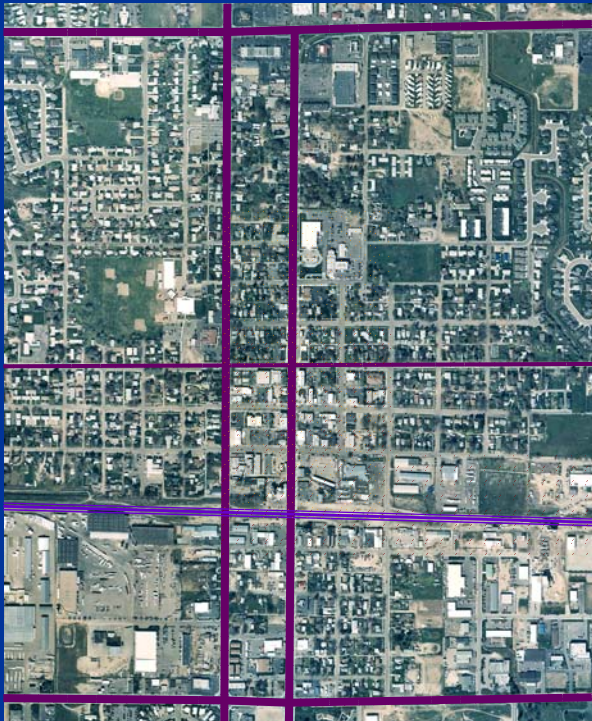
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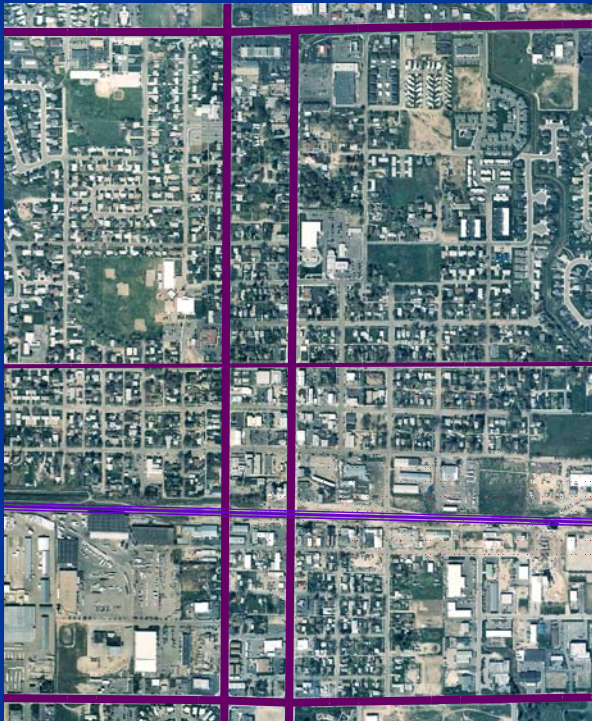
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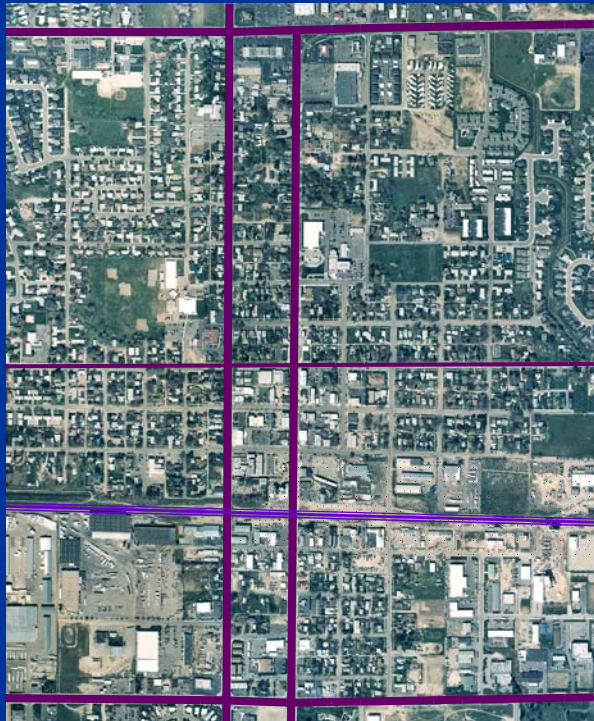
Character

- Mixed Use – Office/Residential
- Newer Buildings
- Transit Orientation
- Four to Six Stories

Integrated Uses

Residential

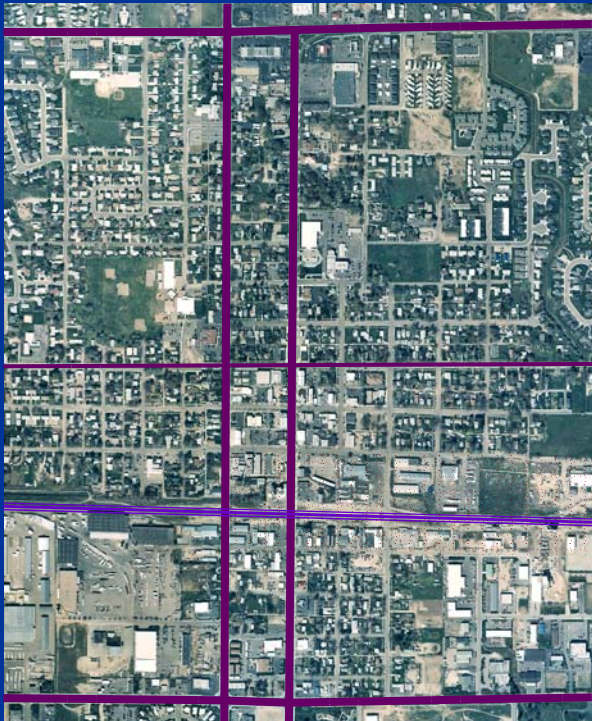
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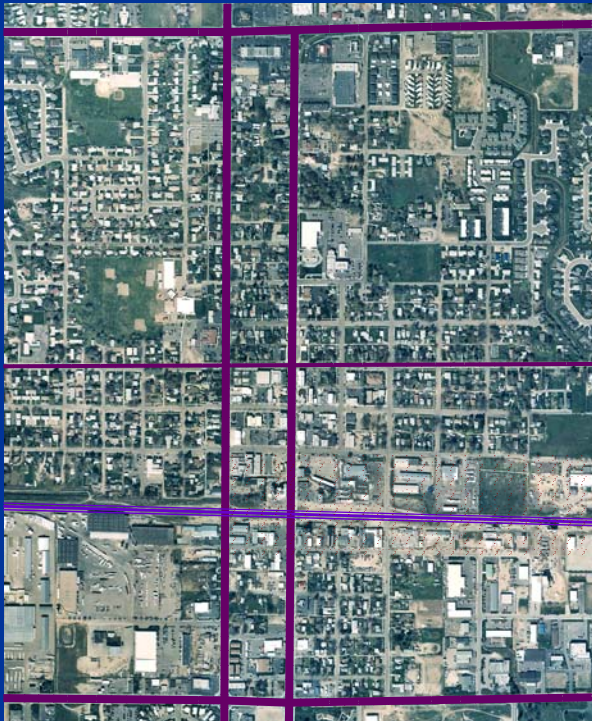
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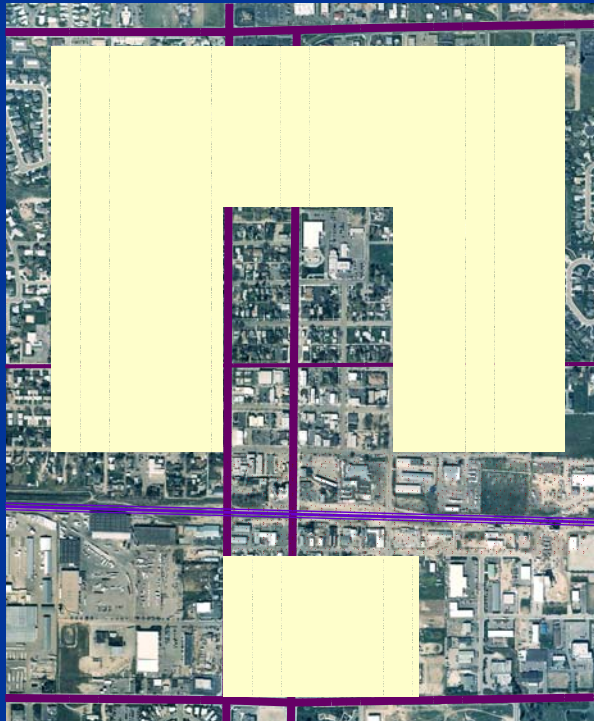
- Neighborhoods
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Integrated Uses

Office

- **Neighborhoods**
- Downtown District
- Transit Corridor



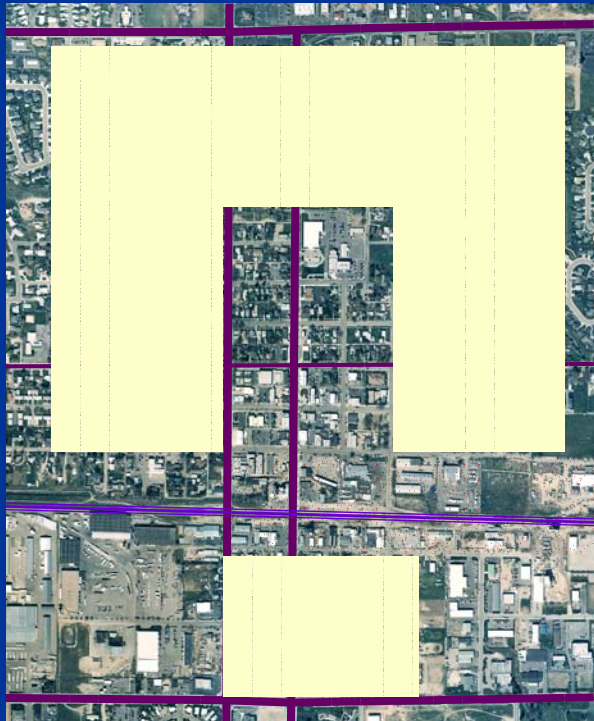
Character

- Adaptive Reuse
- Two to Three Stories
- Rear and Side Parking
- Small Offices

Integrated Uses

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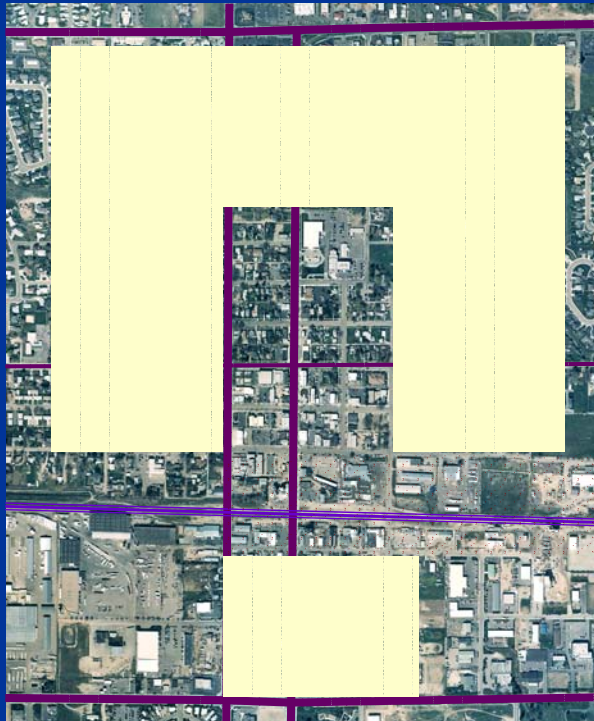
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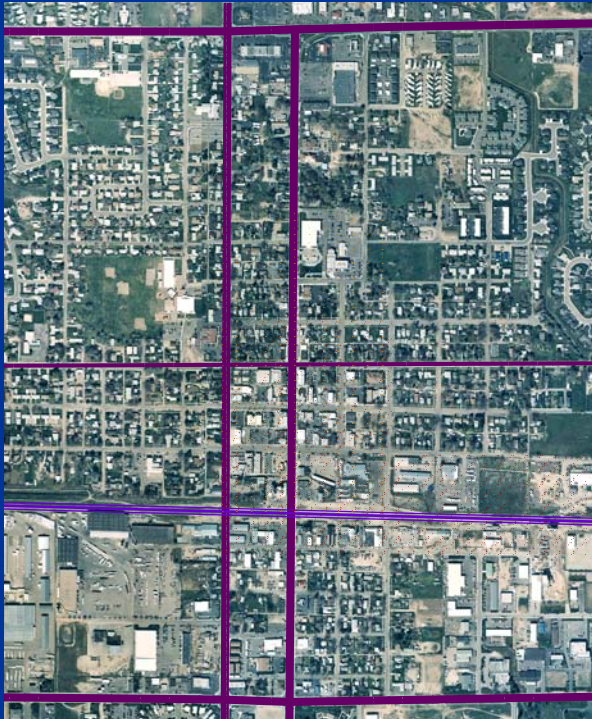
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Integrated Uses

Office

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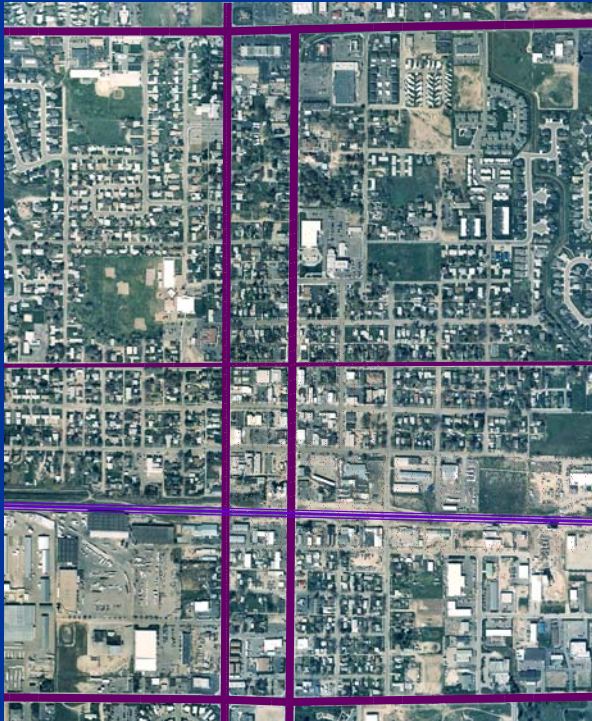
Character

- Historic Renovation
- Up to 42 Feet
- New and Old
- Small Parking Lots at Rear or Side
- Integrated Plazas

Integrated Uses

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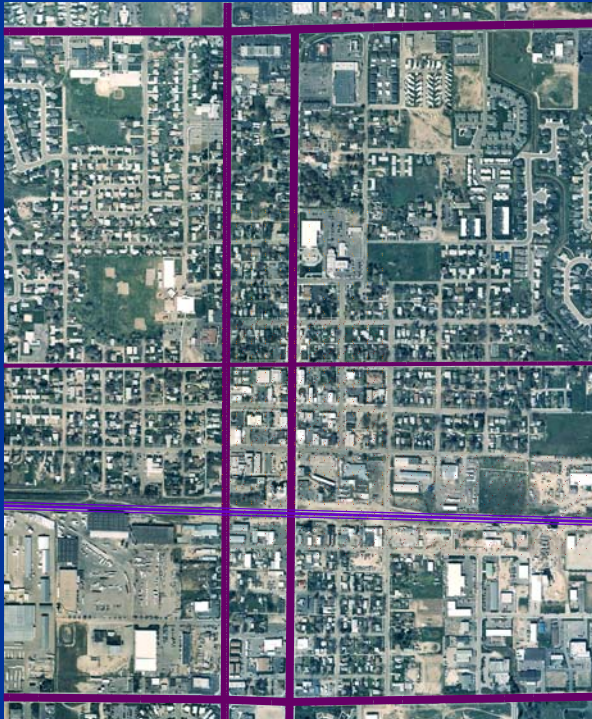
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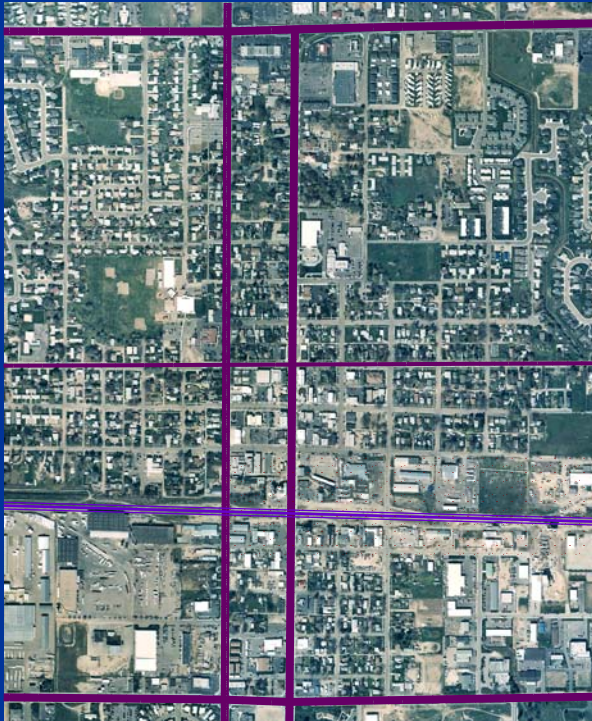
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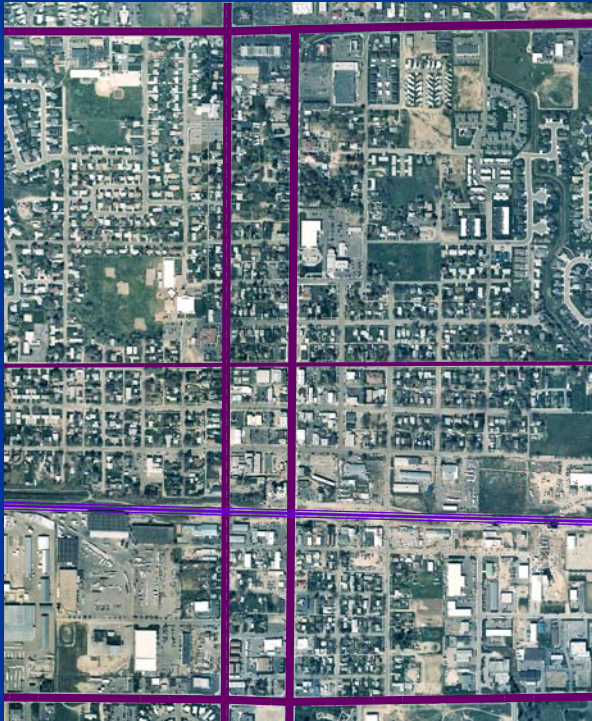
Character

- Regional Offices/ Headquarters
- Government Services
- Four to Six Stories
- Mixed Retail at Ground Floors
- Integrated Plazas

Integrated Uses

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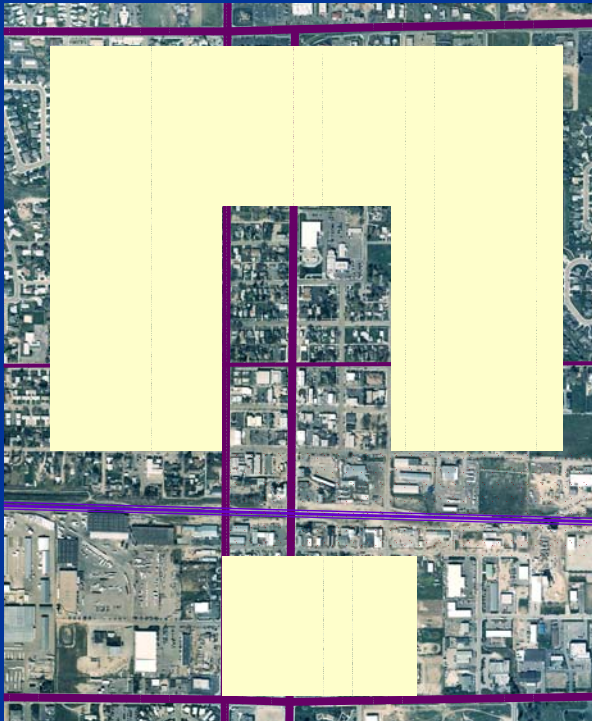
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Integrated Uses

Open Space

- Neighborhoods
- Downtown District
- Transit Corridor



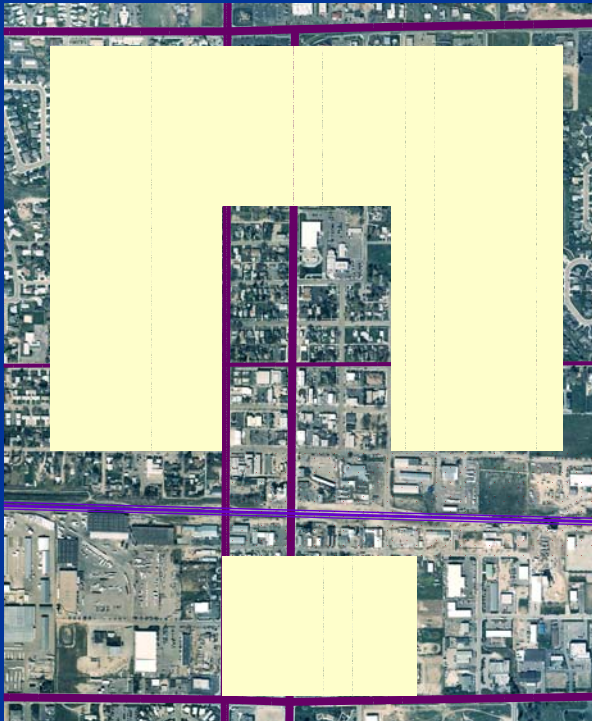
Character

- Connected Systems
- Pedestrians
- Bicycles
- Paths
- Parks
- Active Spaces

Integrated Uses

Open Space

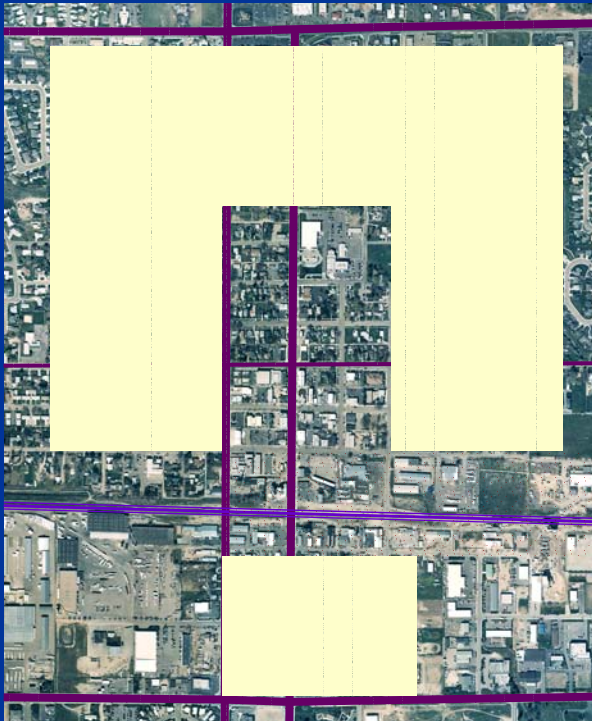
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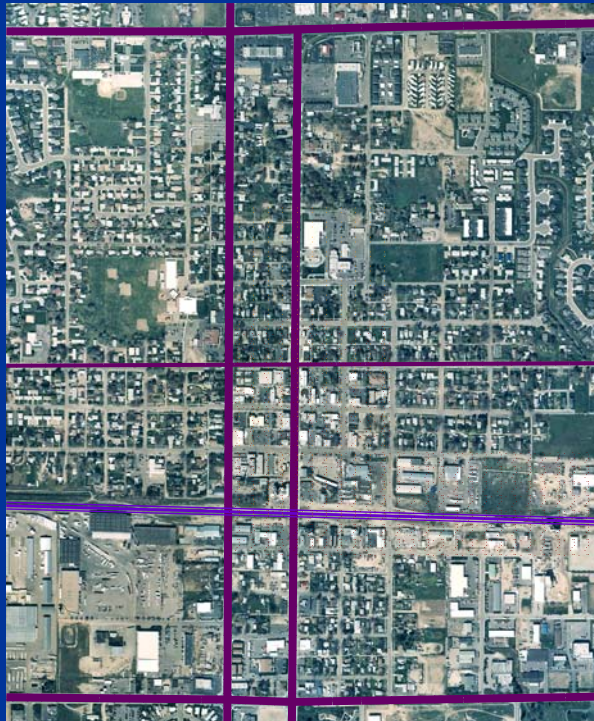
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Integrated Uses

Open Space

- Neighborhoods
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- Transit Corridor



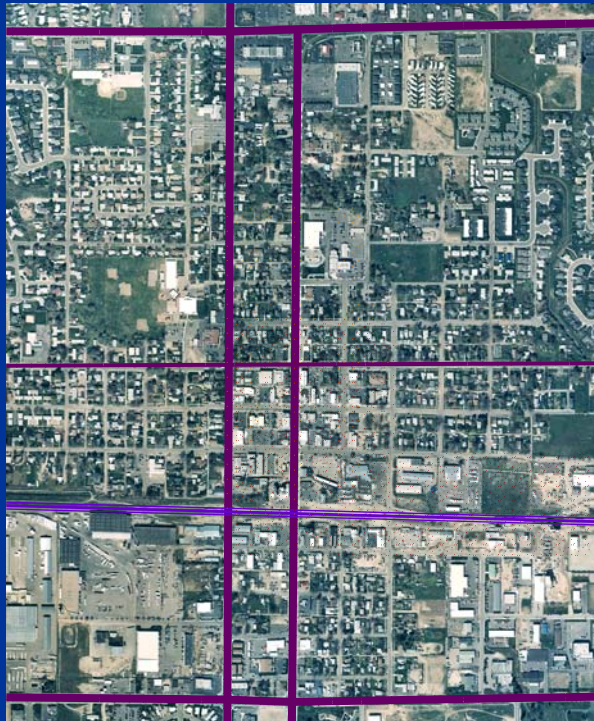
Character

- Connected Systems
- Pedestrians
- Bicycles
- Paths
- Plazas
- Passive and Active Spaces

Integrated Uses

Open Space

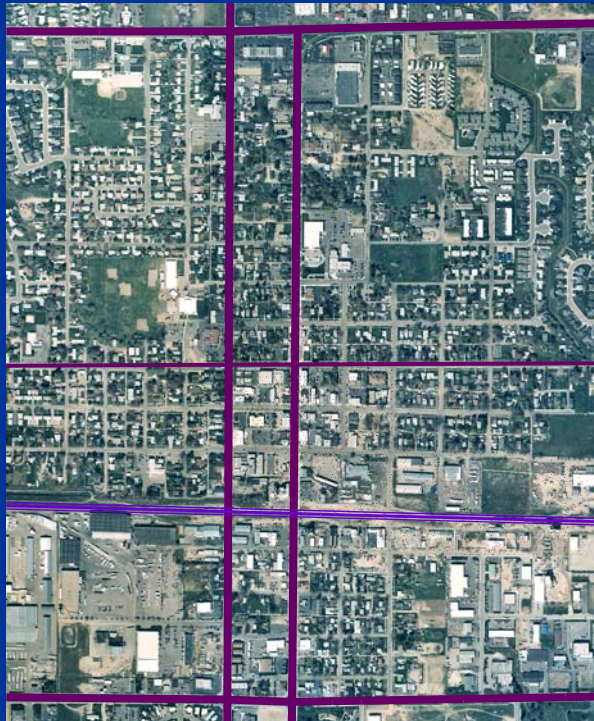
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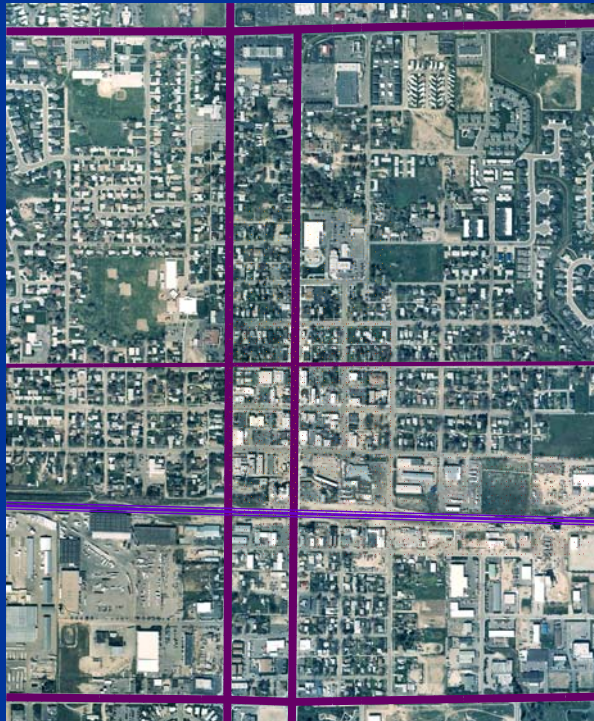
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- Transit Corridor



Integrated Uses

Open Space

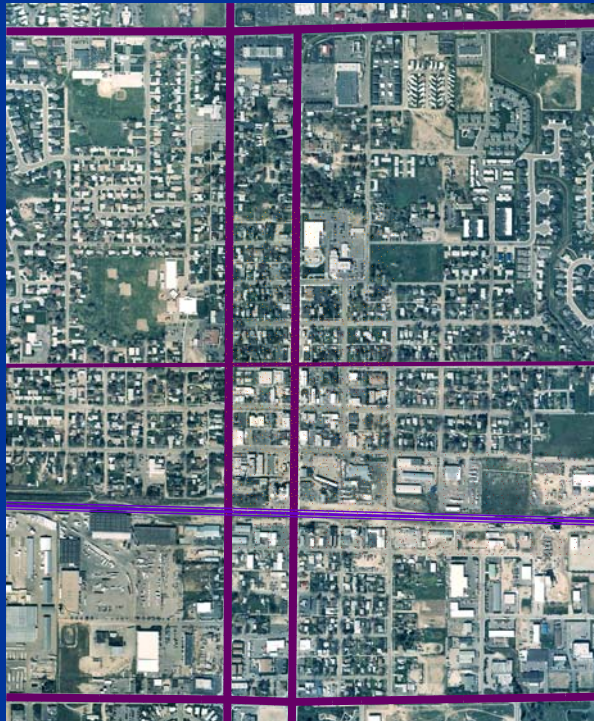
- Neighborhoods
- Downtown District
- Transit Corridor



Integrated Uses

Open Space

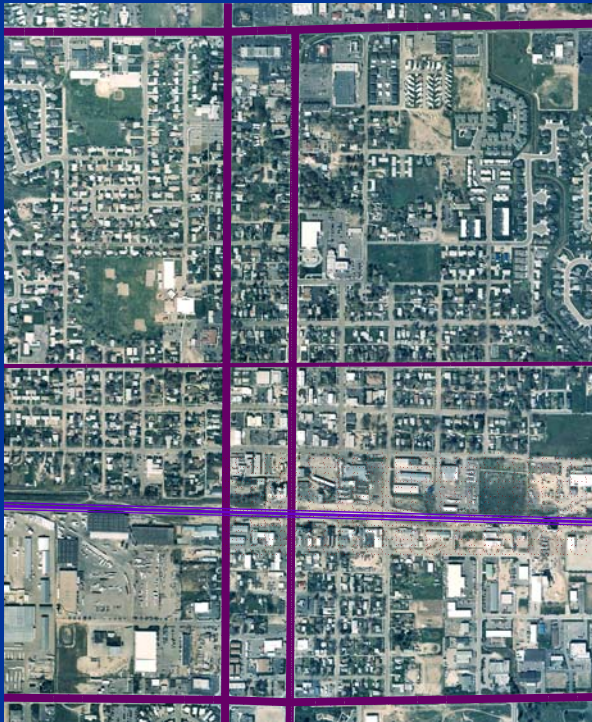
- Neighborhoods
- Downtown District
- Transit Corridor



Integrated Uses

Open Space

- Neighborhoods
- Downtown District
- Transit Corridor



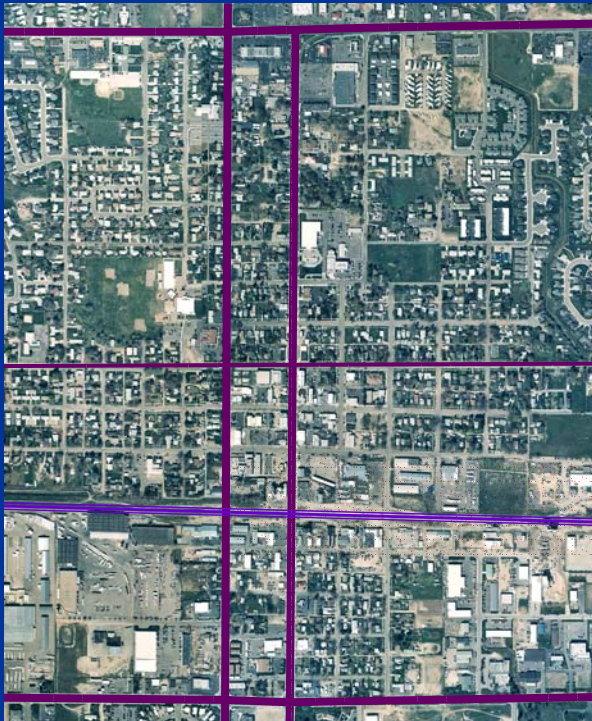
Character

- Connected Systems
- Pedestrians
- Integrated Plazas
- Passive Spaces

Integrated Uses

Open Space

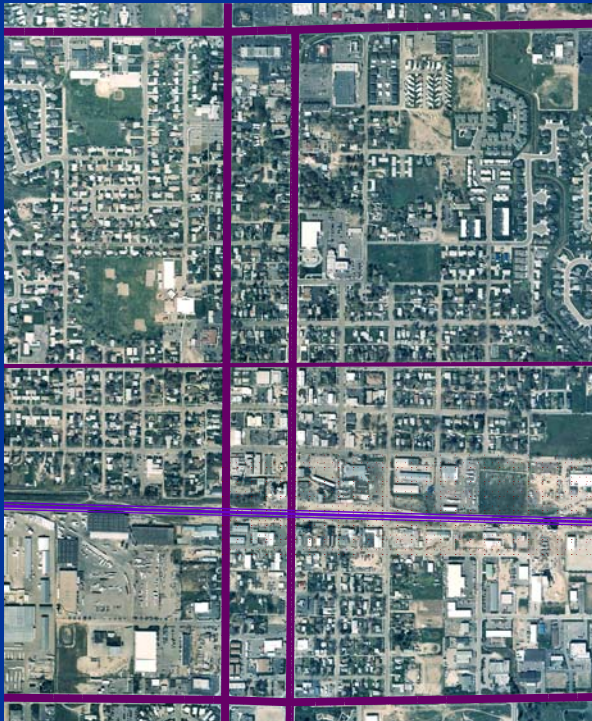
- Neighborhoods
- Downtown District
- Transit Corridor

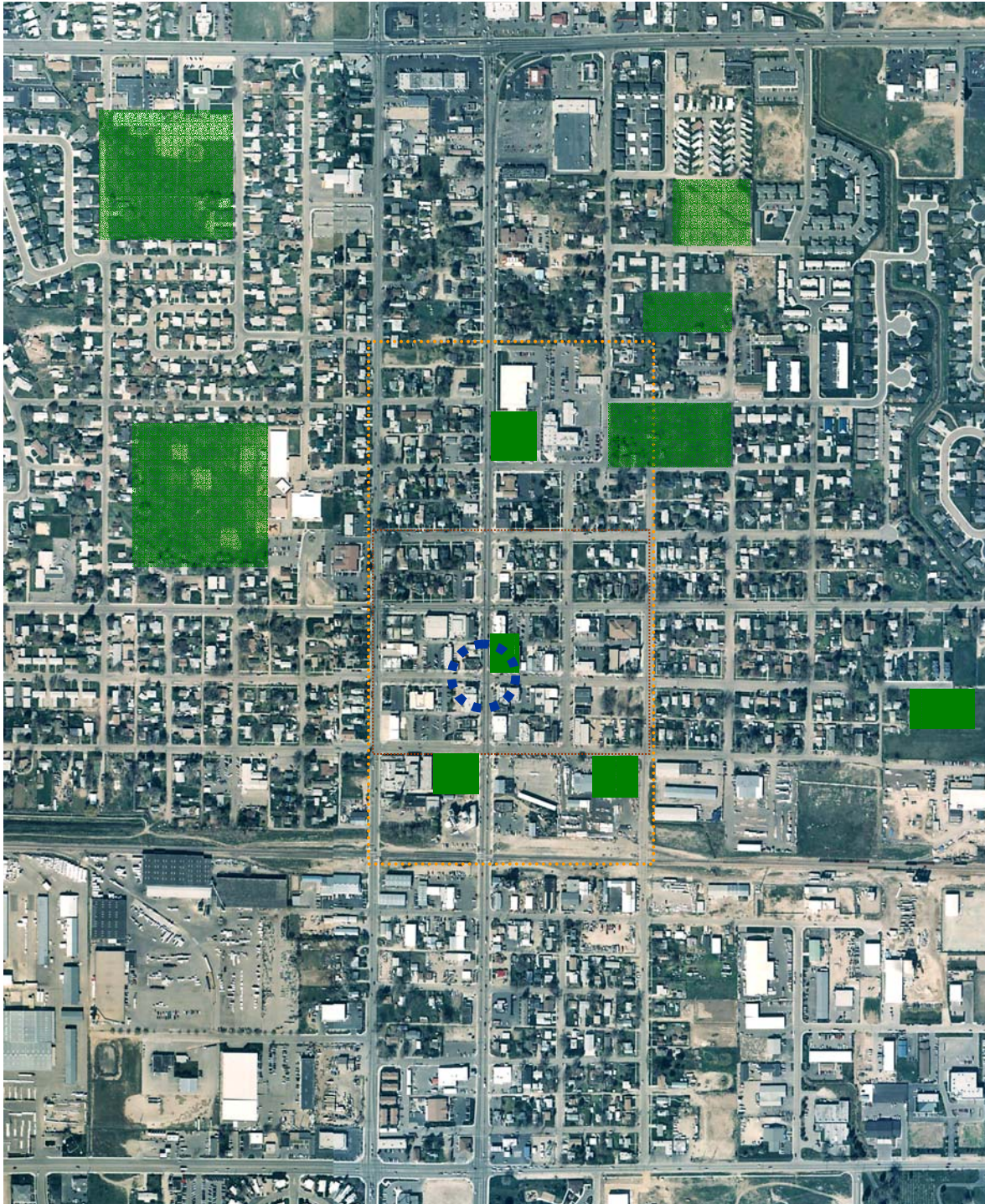


Integrated Uses

Open Space

- Neighborhoods
- Downtown District
- Transit Corridor

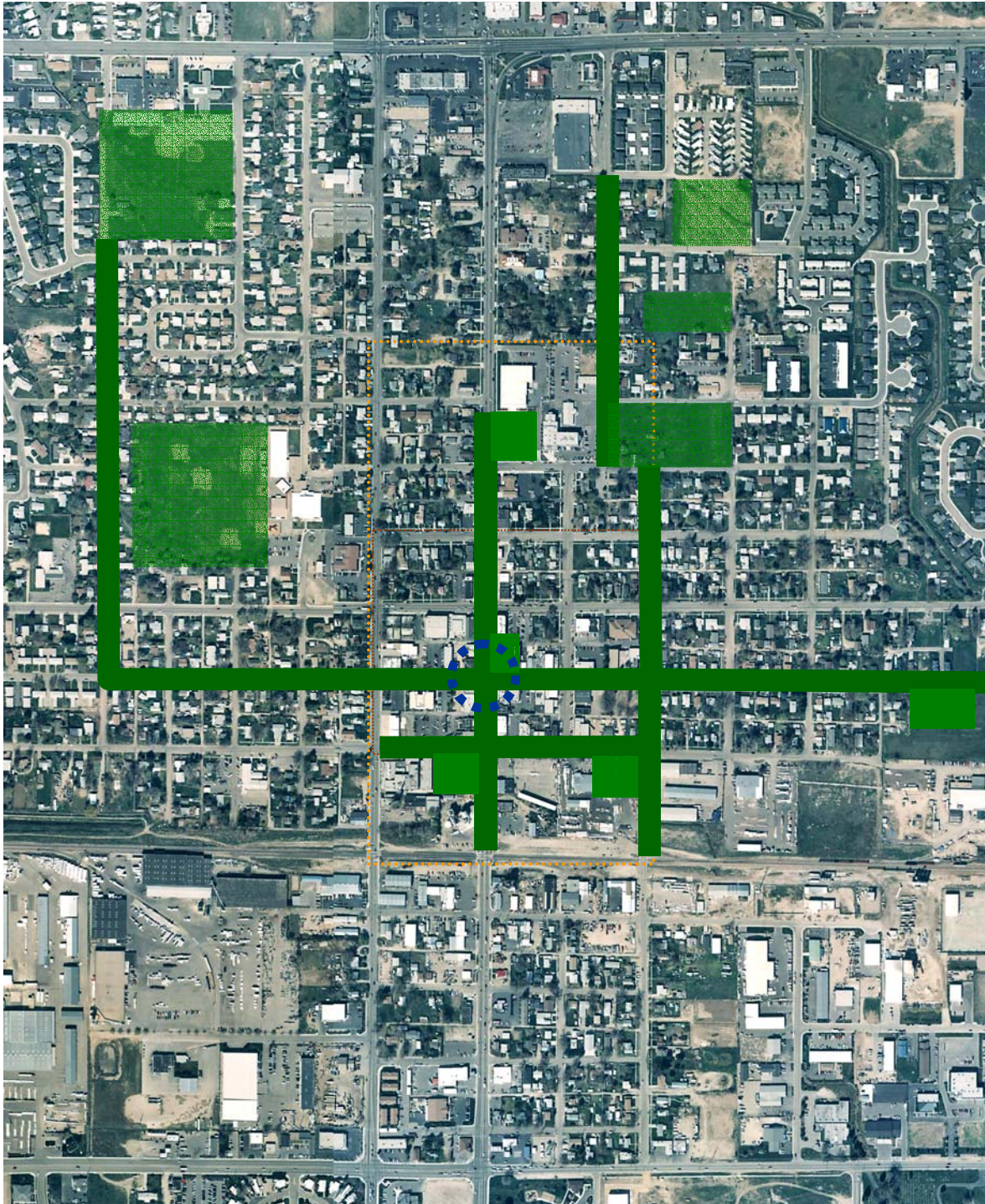




Downtown Meridian Marketing Strategy Vision and Action Plan

System of Open Spaces

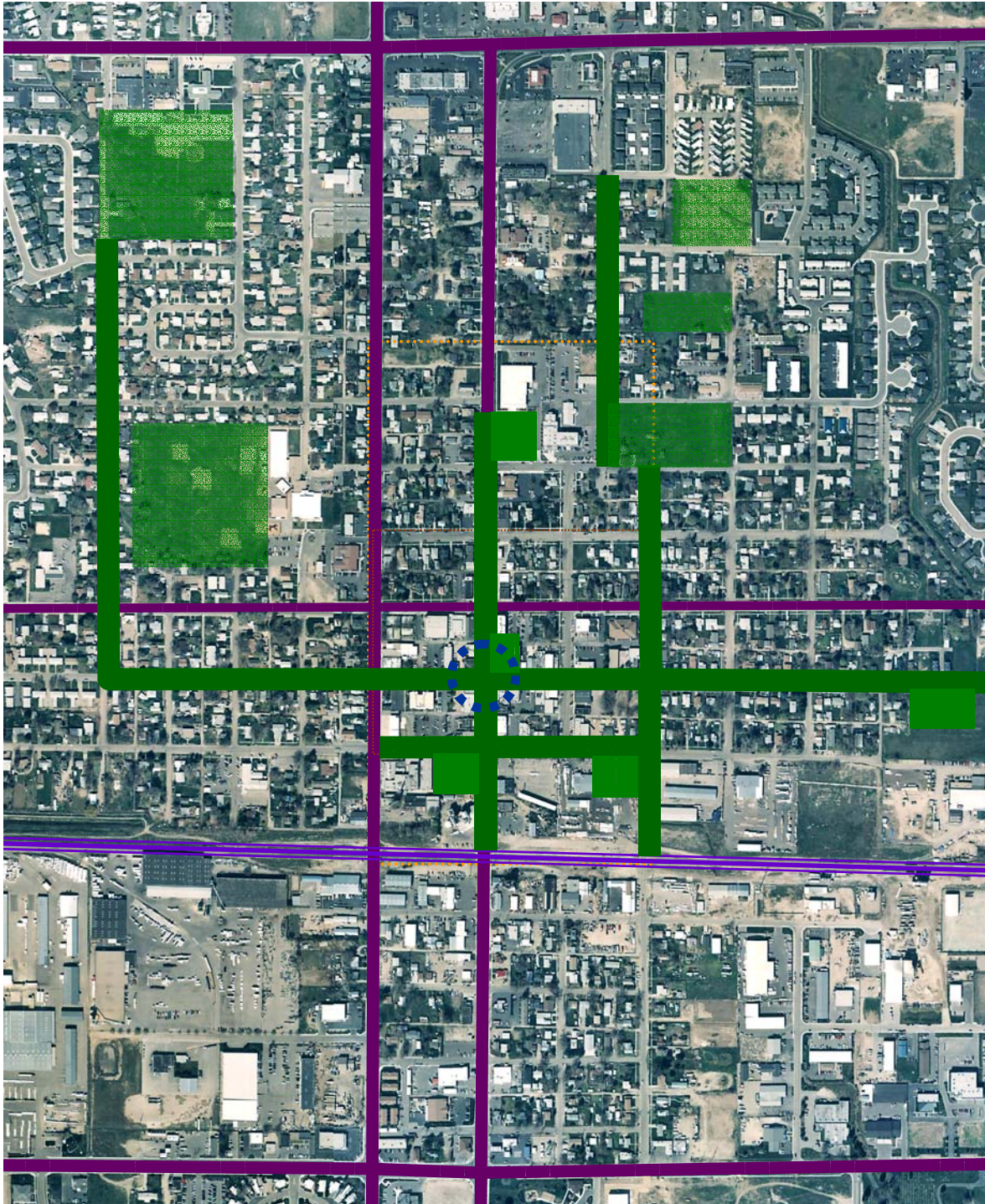
- Existing and Potential Open Spaces
 - Plazas
 - Pocket Parks
 - Play Fields
- Connecting Paths
- Vehicular Transit



Downtown Meridian Marketing Strategy Vision and Action Plan

System of Open Spaces

- Existing and Potential Open Spaces
 - Plazas
 - Pocket Parks
 - Play Fields
- Connecting Paths
 - Bicycles
 - Pedestrians
 - 3 Minute Walk
- Vehicular Transit



Downtown Meridian Marketing Strategy Vision and Action Plan

System of Open Spaces

■ Existing and Potential Open Spaces

- Plazas
- Pocket Parks
- Play Fields

■ Connecting Paths

- Bicycles
- Pedestrians
- 3 Minute Walk

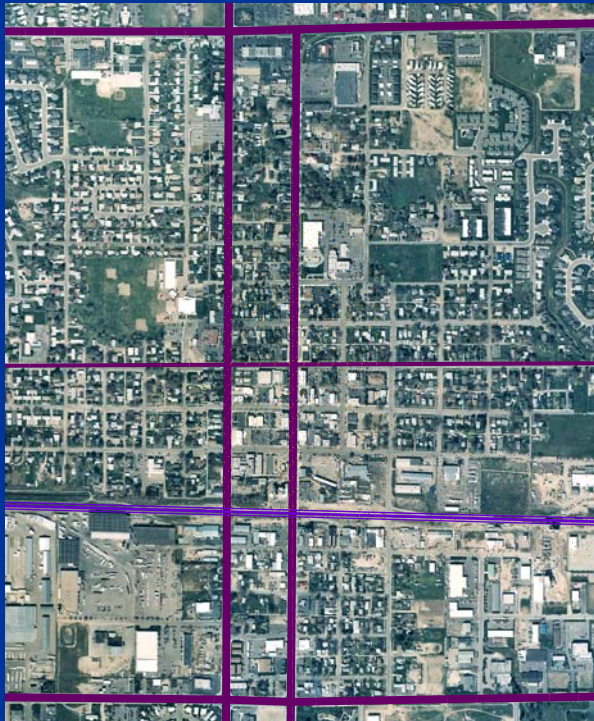
■ Vehicular Transit

- Coexistence
- Convenient

Integrated Uses

Culture and Entertainment

- Downtown District
- Transit Corridor



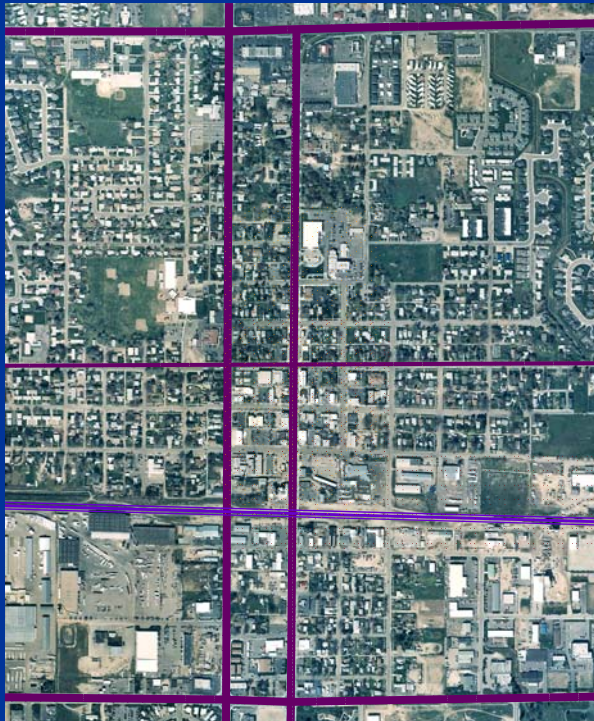
Character

- Small Scale Galleries
- Dinner Theater
- Public Events
- Markets
- Art Exhibits
- Ballroom Dancing

Integrated Uses

Culture and Entertainment

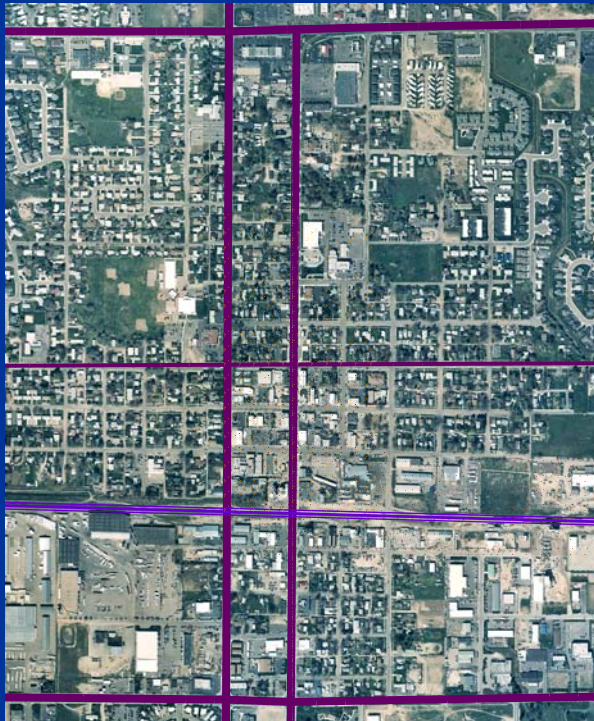
- Downtown District
- Transit Corridor



Integrated Uses

Culture and Entertainment

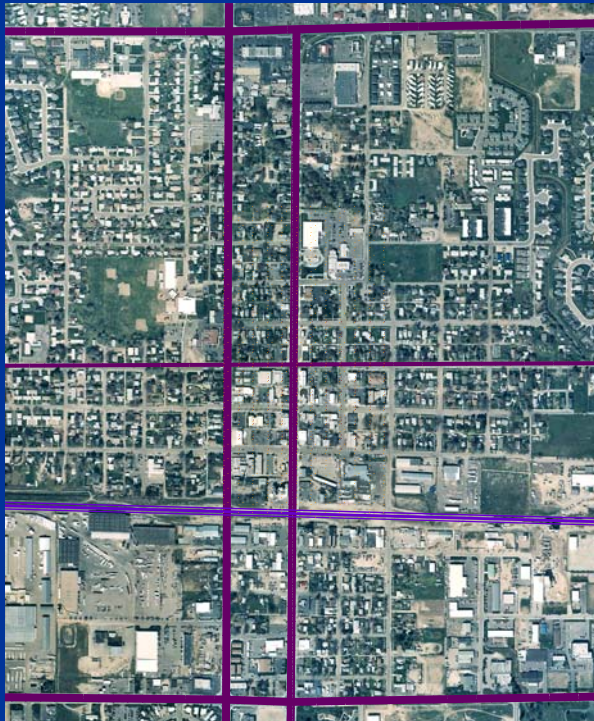
- Downtown District
- Transit Corridor



Integrated Uses

Culture and Entertainment

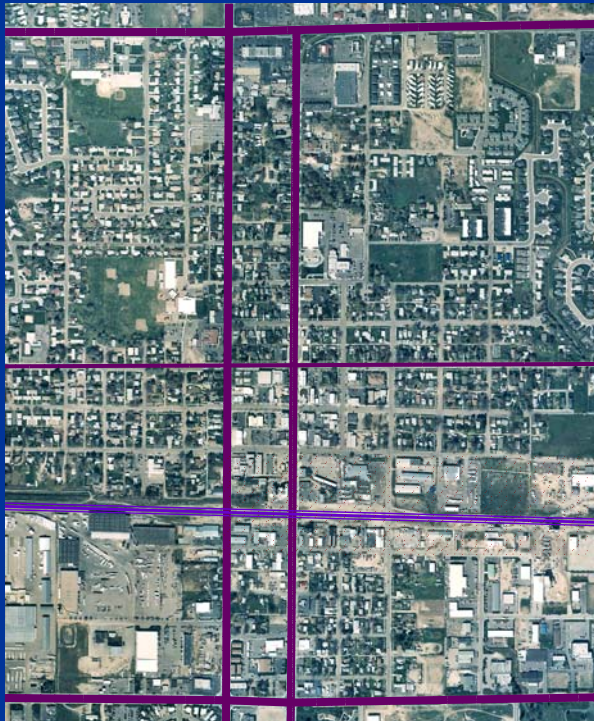
- Downtown District
- Transit Corridor



Integrated Uses

Culture and Entertainment

- Downtown District
- Transit Corridor



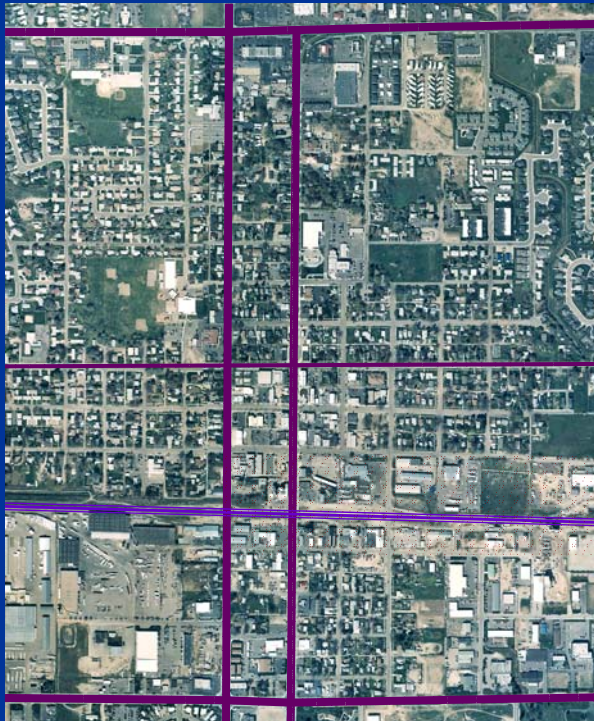
Character

- Multiplex Theater
- Museum
- Medium – Large Scale Galleries
- Concerts
- Conferences or Private Events

Integrated Uses

Culture and Entertainment

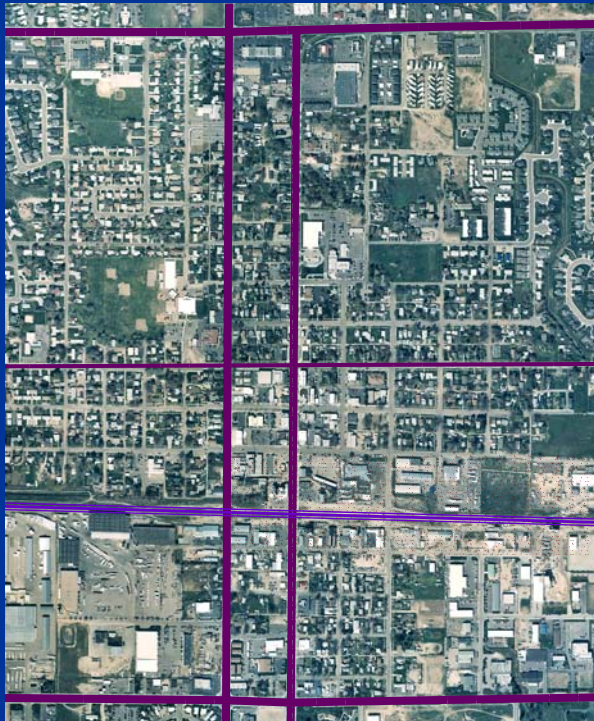
- Downtown District
- Transit Corridor



Integrated Uses

Culture and Entertainment

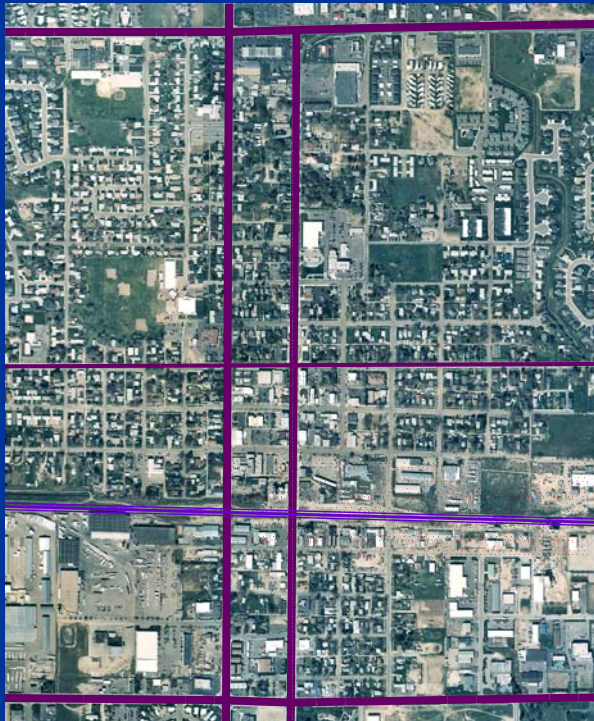
- Downtown District
- Transit Corridor



Integrated Uses

Culture and Entertainment

- Downtown District
- Transit Corridor



Isolation vs. Connection



Isolation vs. Connection



Isolation vs. Connection



Isolation vs. Connection



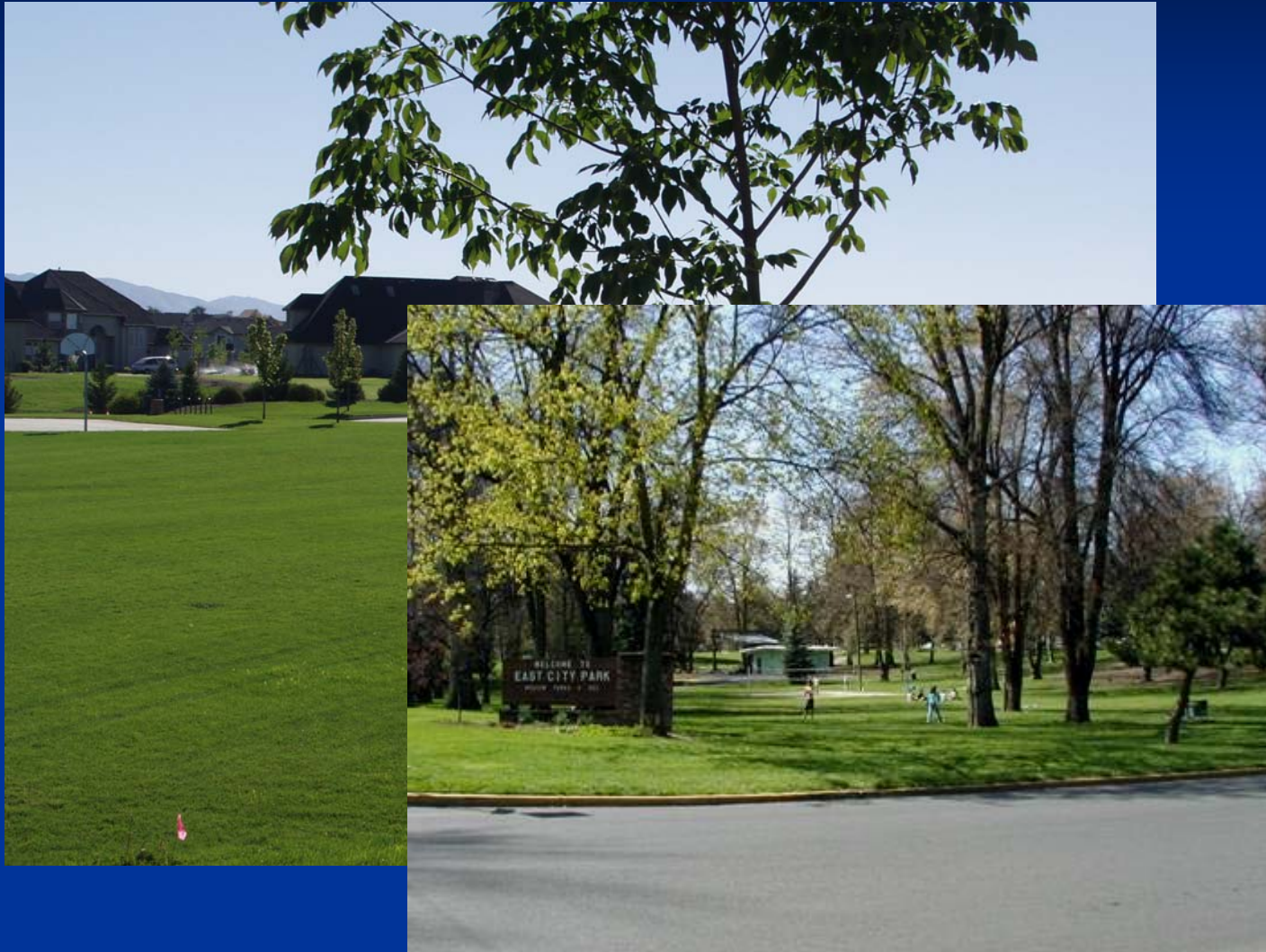
Isolation vs. Connection



Isolation vs. Connection



Isolation vs. Connection



Isolation vs. Connection



Isolation vs. Connection



Final Plan Elements

Executive Summary

Downtown Development Vision

Market Opportunities Overview

Downtown Market Development Strategy

Includes Target Business/Mix
Recommendations

Includes Strategic Development Opportunities

Downtown Market Development Action/Work Plan
(Who, What, When, Where, How)

Priorities for Regulatory Structure Refinement

Potential Resources to Support Implementation



Discussion/Questions

