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**

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

- All indicates all partners
- MDC indicates MDC Executive Director
- City indicates City Staff
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

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<tbody>
<tr>
<td>All Partners Adopt the Vision</td>
<td></td>
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<tr>
<td>Implement 1st Steps: Build Momentum</td>
<td>Q1 Q2 Q3</td>
</tr>
<tr>
<td>Sell the Vision to Private Sector</td>
<td></td>
</tr>
<tr>
<td>Promote Vision to Target Markets</td>
<td>MDC City</td>
</tr>
<tr>
<td>Implement; Track Progress</td>
<td>MDC,Ch MDC</td>
</tr>
<tr>
<td>Communicate Vision, Strategy, Progress</td>
<td>MDC All</td>
</tr>
</tbody>
</table>

Q1: Q2: Q3: Lead
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

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<tbody>
<tr>
<td>Finalize Space Requirements</td>
<td>Q3</td>
<td>City</td>
</tr>
<tr>
<td>Set Budget for Project</td>
<td>Q2</td>
<td>City</td>
</tr>
<tr>
<td>Set Location Criteria</td>
<td>Q1</td>
<td>City</td>
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<tr>
<td>Identify Alternative Sites</td>
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<tr>
<td>Evaluate Sites' Traits</td>
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<tr>
<td>Select, Acquire Preferred Site</td>
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<tr>
<td>Initiate Design/Construction Process</td>
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City: Q1, Q2, Q3
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
Downtown Meridian Marketing Strategy – Orientation

Districts
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
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
E. Neighborhoods – Low 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
E. Neighborhoods – Low Density

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
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
Key Downtown Theme is **Connection**.

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- Community and surrounding Treasure Valley
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
Downtown’s Sense of Place…

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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

- Downtown District
- Transit Corridor
Integrated Uses

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- Transit Corridor
Integrated Uses

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Integrated Uses

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Integrated Uses

Social Retail

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- Transit Corridor
Integrated Uses

Social Retail
- Downtown District
- Transit Corridor

Character
- Urban Theater
- Galleries
- Delis/Coffee Shops
- Office Services
Integrated Uses

Social Retail

- Downtown District
- Transit Corridor
Integrated Uses

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Integrated Uses

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Integrated Uses

Social Retail
- Downtown District
- Transit Corridor
Integrated Uses

Residential
- Neighborhoods
- Downtown District
- Transit Corridor

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

Residential

- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

Residential

- Neighborhoods
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- Transit Corridor
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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

- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

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Integrated Uses

Residential
- Neighborhoods
- Downtown District
- Transit Corridor

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

Residential
- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

Residential

- Neighborhoods
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- Transit Corridor
Integrated Uses

Residential
- Neighborhoods
- Downtown District
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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

Office

- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

Office

- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

Office
- Neighborhoods
- Downtown District
- Transit Corridor

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

Office

- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

Office
- Neighborhoods
- Downtown District
- Transit Corridor

[Map showing integrated uses]
Integrated Uses

Office
- Neighborhoods
- Downtown District
- Transit Corridor

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

**Office**
- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

Open Space
- Neighborhoods
- Downtown District
- Transit Corridor

Character
- Connected Systems
- Pedestrians
- Bicycles
- Paths
- Parks
- Active Spaces
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
- Bicycles
- Paths
- Plazas
- Passive and Active Spaces
Integrated Uses

Open Space

- Neighborhoods
- Downtown District
- Transit Corridor
Integrated Uses

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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
Existing and Potential Open Spaces
- Plazas
- Pocket Parks
- Play Fields

Connecting Paths
- Bicycles
- Pedestrians
- 3 Minute Walk

Vehicular Transit

System of Open Spaces
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