

# MDC Gateway Signage Study

City of Meridian, Idaho

December 8, 2004

## **Purpose/Background:**

In conjunction with the Downtown Meridian Market Strategy and through the cooperation of the Mayor, the City Council, and the Meridian Development Corporation (MDC), it has been determined that the City of Meridian wishes to develop a “family” of gateway signage, demarcating the various entrances into the city as well as to the downtown district. The MDC Board has assigned a sub-committee to study this issue to provide the MDC with the best course of action for implementation of gateway signage.

The committee’s self-imposed responsibilities are:

1. Develop criteria for signage
2. Propose potential locations for signage
3. Define design and implementation process

## **Gateway Signage Sub-Committee Members:**

Jon Cecil – Meridian Development Corporation – Director

Terry Smith – Meridian Historical Foundation – President

Clair Bowman - Meridian Development Corporation – Executive Director

Walter Lindgren – Architect (Johnson Architects)

### **1. What defines Meridian’s gateway signage?**

- A. A “family” of signage to create a general theme with signs of varying sizes to address gateways of varying relevance: i.e., regional, downtown, pedestrian
- B. Signage to be easily viewed and understood (ought not to be distracting nor conflict w/ neighboring uses)
- C. Signage materials/finishes to be maintenance friendly, high quality
- D. Signage to capture the “essence” of Meridian
- E. Inclusion of landscape, water, lighting, etc.

### **2. Where are Meridian’s gateways?**

- A. Regional gateways to be located at high traffic areas entering the city limits (i.e., Fairview at Eagle Road, Meridian Rd. north of I-84)
- B. Downtown gateways to be concentrated at entrances to the downtown core
- C. Pedestrian gateways concentrated at key pedestrian traffic points near the perimeter of downtown core (@ pedestrian scale)

### **3. How do we go about doing this?**

- A. Option 1: Committee designs signage w/ input from community.
- B. Option 2: Open design competition to architects, artists with selection by the community. City to enter into a contract with selected party.
- C. Coordinate with the findings/guidelines as set forth in the following:
  1. Meridian Market Strategy
  2. City of Meridian’s Comprehensive Plan

3. Downtown Design Guidelines
  4. Downtown Transportation Management Plan
  5. ACHD Development Policy
- D. Coordination among the MDC, Mayor, and City Council
1. Obtain buy-in from key stakeholders (i.e., Planning and Zoning)

**4. Financial Resources**

The Meridian Marketing Strategy identified within the “Communicate” and “Build” Goal sections of the Strategy that gateway and “wayfinding” signage are absolutely critical pieces of the downtown revitalization and redevelopment of the 21 block downtown core.

Funding of the strategy will be through a Community Development Block Grant proposal, due in early 2005. The goal is to implement a gateway improvement and downtown “wayfinding” signage program. These projects have been identified and ranked as Priority Level II in the [2004-2005 Comprehensive Economic Strategy \(CEDS\) Update](#) prepared by SAGE.

**A. Gateway Improvements**

- Total Estimated Cost: TBD
- Job Impact: TBD
- Financing/Grant Funding: ICDBG, Private, Local
- Priority: Level II

**B. Downtown “Wayfinding” Signage Program**

- Total Estimated Cost: TBD
- Job Impact: TBD
- Financing/Grant Funding: ICDBG, Private, Local
- Priority: Level II

Potential funding sources used as “local match” under the Community Development Block Grant Program include an existing \$30,000 appropriation committed by the city of Meridian, possible tax increment financing from the Meridian Development Corporation, potential local improvement district funding if a LID were formed within the 21 block downtown area. Others may include transportation enhancement dollars through the Idaho Transportation Department (ITD), private donations from various interested parties, and other local community fundraising efforts.

**5. Where do we go from here?**

- A. What is our schedule to complete design? implementation?
- B. Prioritization

NOTE: A construction package for three sets of gateway signage has been developed and is available from [cbowman@meridiandevelopmentcorp.com](mailto:cbowman@meridiandevelopmentcorp.com).