

Prosperity

DOWNTOWN MERIDIAN will be an economic magnet attracting different types of businesses to serve its residents and visitors. Most businesses will be small, independent and locally owned providing unique products and specialty services. The economic environment will be diverse with mixed uses, private/public partnerships and opportunities for the integration of upscale businesses into the local fabric. Fair and equitable practices and policies will be utilized in the relocation, or dislocation, of existing businesses and services.



Destination: *Downtown*



Prosperity Focus Areas

Destination: *Downtown*

FOCUS AREA: JOB CREATION

Meridian's Downtown will be a place for a variety of job opportunities. A mixed-use commercial environment will expand and strengthen opportunities for employment. Investment and redevelopment efforts within the downtown will also increase opportunities for employment.

New investment in downtown will be encouraged through a variety of methods. Incentive packages to encourage development in downtown may include utility hook-up or impact fee waivers or reductions, low interest loans, or density bonuses. Zoning of the lands between the railroad tracks and I-84 may be reviewed and updated, as needed, to encourage investment and high quality development in this gateway into Meridian.

The entire downtown will be viewed as a business incubator and will help to grow and maintain businesses within the City. A place-making and branding campaign will assert and promote an image for Meridian that it is the downtown for the



greater Treasure Valley, promoting activities, shopping, and events that draw visitors and employers from surrounding areas into downtown.

Land assembly of the parts of downtown with the most fragmented land ownership will better position downtown for new development.

FOCUS AREA: BALANCED RETAIL ENVIRONMENT

Downtown will have an atmosphere and ambiance that attracts people and encourages them to linger because of active and vibrant retail opportunities, public art and gathering places, and community events. Distinctive districts throughout the downtown will encourage exploration and foster social retailing.

The diversity of businesses throughout the downtown area will expand and grow. Businesses appropriate for downtown include specialty stores, restaurants, grocery, apparel and personal care, specialty food stores, professional offices, and business support services.

Destination: *Downtown*

It is important to note that policies and measures will be put in place to ensure that new retail and commercial activity do not jeopardize existing businesses. A "Local First" campaign can encourage residents to shop locally and to support downtown businesses.

Finally a mixed-use catalyst project on MDC-owned property will spur development and investment in downtown, and begin to create the activity and image needed to draw in additional development.

FOCUS AREA: INTEGRATION OF EXISTING BUSINESSES

There will be integration of existing businesses in the redeveloped downtown fabric. Equitable practices will be used to ensure that existing businesses that do not fit immediately into a typical walkable downtown image are protected, and carefully integrated into the redevelopment fabric. When relocation is necessary, Public-private partnerships can help to minimize adverse impacts to the business. Infill development on existing vacant and under-utilized lots will be constructed to conform to the historic character of the Downtown.



Destination: *Downtown*

Priority Actions

- Integrate existing businesses into the fabric of downtown as the area experiences new investment and growth, while protecting their ability to operate
- Create a destination that fosters social retailing
- Develop a catalyst project on the MDC parcel at 3rd Street & Broadway
- Improve the diversity of business activity and retail vitality