



CITY OF MERIDIAN

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Idaho Avenue Ribbon Cutting Set for Friday, Sept. 9

Public Invited to Celebrate Completed Updates in Downtown Meridian

MERIDIAN – The community is invited to come celebrate and explore Idaho Avenue’s “new” block at a ribbon cutting in Downtown Meridian, September 9 at 5pm. The ribbon cutting will take place on Idaho Avenue at Main Street with Mayor Tammy de Weerd and other partners who contributed to the project. Updates include increased sidewalk space, outdoor dining options, planters, and opportunities for art.

The celebration marks the completion of the “Lighter, Quicker, Cheaper” placemaking re-design efforts on one block of Idaho. Placemaking is a process for invigorating public spaces and building community vitality.

“The placemaking on this block demonstrates how our downtown streets and sidewalks can be used to create a dynamic place for social and cultural exchange. The goal is to provide a public gathering space that makes Idaho Avenue even more of a destination - where people come to relax, socialize, shop, work, eat, and over time, live,” said Bruce Chatterton, Meridian Community Development Director.

“This streetscape initiative is a three-year pilot program we hope will have a positive impact far beyond what’s viewed today,” said Martin Schindler, C3 Environments (downtown developer).

Meridian’s Lighter, Quicker, Cheaper (LQC) Action Plan is the outcome of a placemaking grant from Boise Regional Realtors through a National Realtors Association grant program. The grant was used to contract with Idaho Smart Growth and Project for Public Spaces to work with downtown businesses, residents, the City, the Meridian Development Corporation and other entities to identify places and actions focused on the revitalization efforts of Downtown Meridian.

“The goal is to create a place in downtown that nurtures a pedestrian-oriented community; one that is self-sustaining; and one built on an authentic foundation where people can live, work, raise a family, play and prosper,” said Mayor Tammy de Weerd, City of Meridian.

“Idaho Avenue is the heart of Meridian's Historic Downtown. The Meridian Development Corporation supports placemaking projects such as this- to capitalize on the assets and opportunities our downtown provides in order to create inspiration and energy,” said Ashley Squyres, Meridian Development Corporation Administrator.

The event includes a ribbon cutting, followed by LIVE music and refreshments in Generations Plaza. It was planned in conjunction with the Meridian Arts Commission’s Art Walk from 5:30pm-8:30pm. For more information, visit our website, www.meridianscity.org.



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The City of Meridian is located in the heart of the Treasure Valley in southwest Idaho. Founded in 1893 and incorporated as a city in 1903, Meridian is one of Idaho's largest and fastest growing communities. 24/7 Wall Street named Meridian the Number One Place to Live in America. America's Promise Alliance/ING recognized the city as one of the nation's 100 Best Communities for Young People. For more information, visit www.meridiancity.org.