



Livingston

DOWNTOWN MASTER PLAN

URA Strategy Workshop – Nov. 14, 2023

Study Area






Scope of the Master Plan

- **Master Plan Framework Recommendations**
 - Land Use, Mobility, Access Improvement, Parks/Public Spaces
- **Streetscape Improvements Plan**
 - Wayfinding Location Plan incorporated
- **Economic Development Strategies & Feasibility**
 - Economic & Demographic Profile
 - Real Estate Market Conditions Analysis
 - Urban Renewal Area Strategy Workshop
- **Housing & Parking Study**
 - Supply & Demand Assessment
 - Housing Development Potential ID
 - Development Feasibility Analysis
- **Implementation Action Plan**

Project Timeline

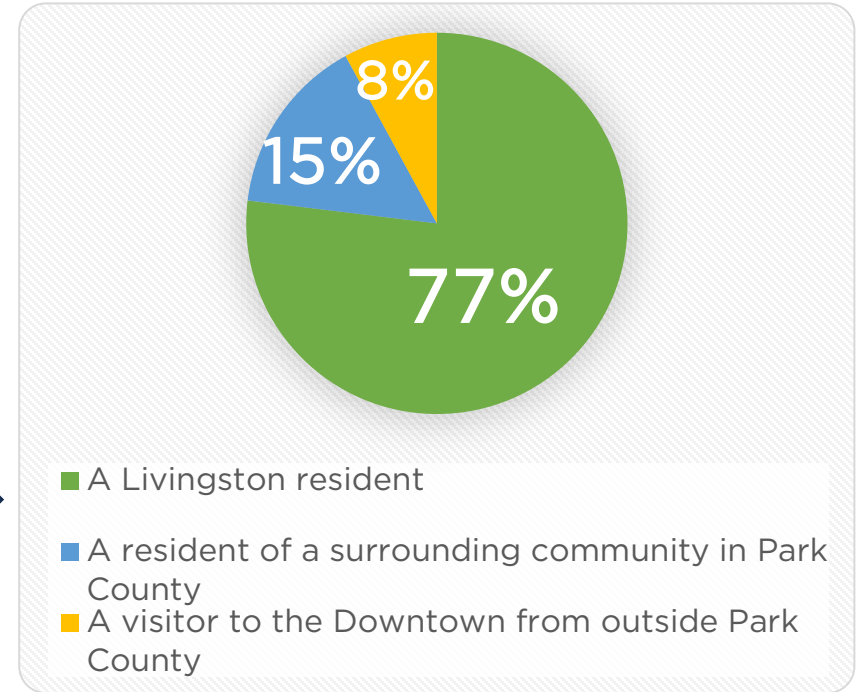
Project Schedule Livingston Downtown Master Plan	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	
Task 1: Project Kickoff & Project Management	July 2023 - May 2024											
Task 2: Existing Conditions Analysis & Preliminary Visioning	July 2023 - September 2023											
Task 3: Community Workshop			September 2023 - November 2023									
Task 4: Master Plan Development					November 2023 - January 2024							
Task 5: Final Master Plan and Implementation Action Plan									February 2024 - May 2024			
Task 6: Housing & Parking Study			August 2023 - April 2024									

Key Outreach Windows (in addition to Online Surveys & On-Going Stakeholder & Webpage Input):

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Aug. 15th – 17th Site Documentation; Stakeholder Outreach; Farmers Market Outreach; Intercept Interviews
- 
Nov. 14th – 16th Community Workshop; Business Owner’s Breakfast; URA Strategy Workshop; Public Open House
- 
Late-January (Targeting) Focus Groups to vet Preliminary Recommendations

Engagement to Date

- Stakeholder Interviews
 - In-Person & Online
- Farmers Market “Intercepts” / Booth
- City Commission & URA Board Presentations
- Preliminary Vision Survey
 - 391 Respondents
 - Wealth of open-ended inputs
- “Share Your Ideas” webpage form
 - www.downtownlivingston.org/plan



Emerging Vision Themes – Preliminary Visioning Survey

- **Residents** (of Livingston and/or Park County):
 - In one word, what would be your vision for the future of Downtown Livingston?

Preserved Trees History Vibrancy **Character** Pedestrian Accessibility Fun
Parking small town **historic** Planned **Preservation** Thriving
maintain Sustainable **Community** inclusive
Vibrant art galleries **shops** Unchanged **Local** affordable
business walkable **Keep** Connecting growth Leave alone **Charm**
Better parking

Emerging Vision Themes – Summary

- Gleaned from Stakeholder Interviews, Preliminary Visioning Survey, “Share Your Ideas” webpage engagement
 - 1. Diversify Mix of Uses in the Downtown**
 - Serve local needs supplemented by authentic interests for visitors
 - 2. Strengthen Connections to Wealth of Assets**
 - Engage the rail history, Yellowstone River & strengthen gateway relationship to the National Park
 - 3. Right-Size Parking for Economic Vitality**
 - Ensure parking supply supports local business needs along with any future redevelopment
 - 4. Build Upon Arts/Culture/Programming**
 - Celebrate Livingston’s unique history, character and local culture by making the Downtown the community’s gathering place

Economic / Business Conditions

- **Most prevalent business types**

- Retail Trade (55)
- Professional Services (32)
- Accommodation/Food Service (25)
- Health Care (25)



333 businesses
in Study Area
53% of citywide
businesses

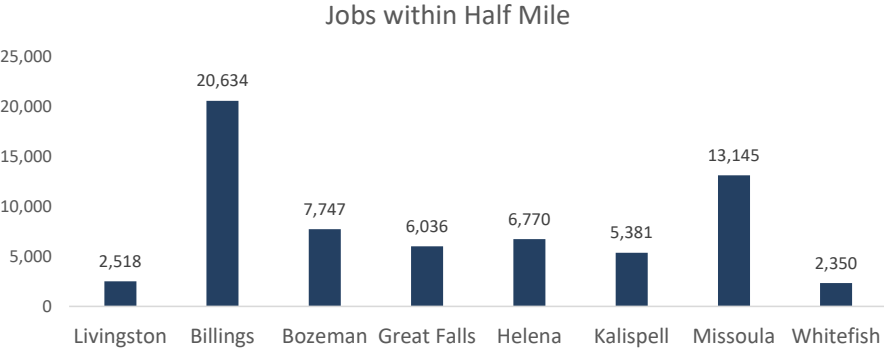
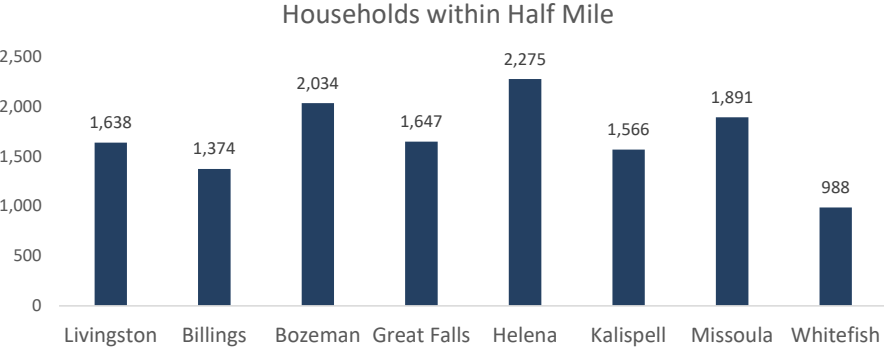
- **Largest industries by employment**

- Public Administration (505)
- Retail Trade (352)
- Education (201)
- Accommodation/Food Service (157)
- Finance/Insurance (144)



2,175 jobs in
Study Area
50% of citywide
jobs

Comparison To Peers



Visitation Trends

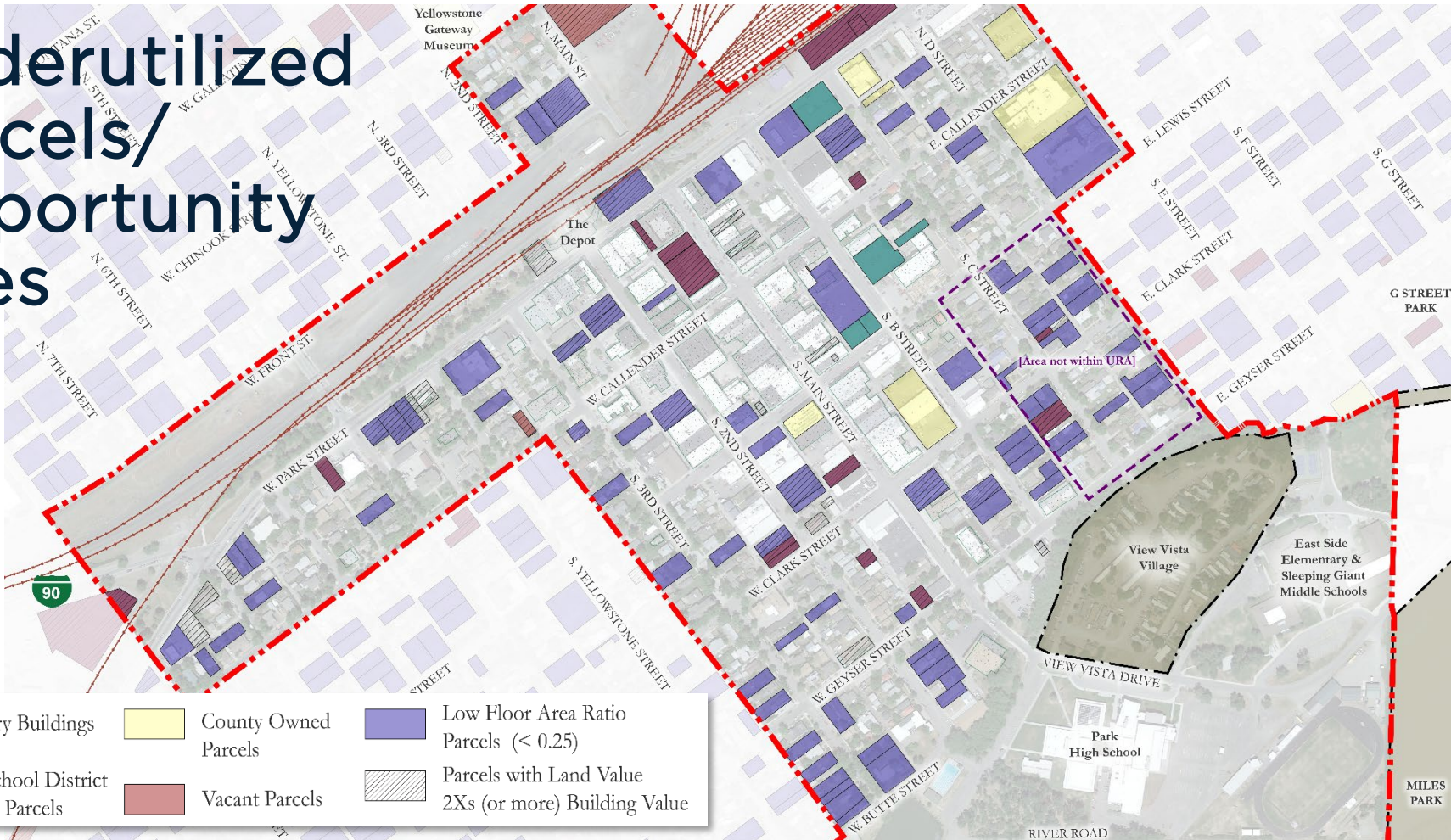
- Estimated 3,645,000 annual visitors
- 39% spend night in Yellowstone area
- Average nights spent for overnight visitors:
 - 5.8 nights
- Top Sites Visited
 - Yellowstone NP
 - Glacier NP
 - Hot Springs
 - Little Bighorn Battlefield

Lodging Tax Collected in Livingston CVB Area



Source: Institute for Tourism and Recreation Research

Underutilized Parcels/ Opportunity Sites



URBAN RENEWAL CASE STUDIES

PURPOSE

ROLE OF THE URA IN THE DOWNTOWN

- Help identify strategies and investments to improve Downtown.
- Guide plan drafting
- Determine role in implementing the plan.
- Help implement the plan

Optimal time to collectively decide what role the URA wants to play in implementation.



URBAN RENEWAL POWER

FLAVORS OF URBAN RENEWAL

- URA powers in Montana provide for a wide range of potential actions a URA can take and use tax increment for.
- The use of URA powers varies from state to state and community to community.
- Goal is to figure out how best to utilize powers to fit Livingston.

Common URA Programs

- Large project gap financing/closure
- Streetscape/public realm improvements
- Façade improvements
- Building rehabilitation/code compliance
- Site demolition and clean up
- Land acquisition
- Placemaking improvements/programs
- Incentivizing community benefits
 - e.g. affordable housing
- Property and business loan funding
- Utility and infrastructure improvements
- Marketing/branding/events

OTHER MONTANA URBAN RENEWAL EFFORTS

Program	Billings	Bozeman	Great Falls	Helena	Kalispell	Missoula
Large project gap closure	X			X		
Streetscape/public realm improvements		X		X	X	
Façade and building improvements	X		X	X	X	X
Building rehabilitation/code compliance			X		X	X
Site demolition and clean up					X	X
Land acquisition						
Placemaking improvements/programs	X					
Incentivizing community benefits		X		X		X
Property and business loan funding	X					X
Utility and infrastructure improvements	X		X	X	X	X
Marketing/branding/events				X		

Source: Economic & Planning Systems

DISCUSSION

DISCUSSION

URA INVOLVEMENT

- What is your vision for Downtown in 20 years?
- What are the most needed improvements and/or additions for Downtown?
- What roles/programs should the URA take on?
 - Short-Term (0 to 3 years)
 - Long-Term (4+ years)