



Livingston DOWNTOWN MASTER PLAN

Community Workshop / Charrette – Nov. 14, 2023

Agenda

- 5:00 – 5:15 – Map Gallery / Open House
- 5:15 – 5:40 – Presentation
- 5:40 – 6:40 – Workshop / Charrette Exercises
- 6:40 – 6:45 – Next Steps
- 6:45 – 7:00 – Report-Out / “Walkabout”



E. THOMAS & SON

LASCHEL

HEATGRASS

STOCKMAN

The Stockman
FINE FOODS

BOB'S
OUTDOOR

MINT

7:27



1890

HENRY FRANK

BANK

BOB'S
Deli-Popcorn

THE STOCKMAN

HEATGRASS

The Stockman
FINE FOODS

Fireflies

BOB'S ARMY STORE

FRESH

FOOD

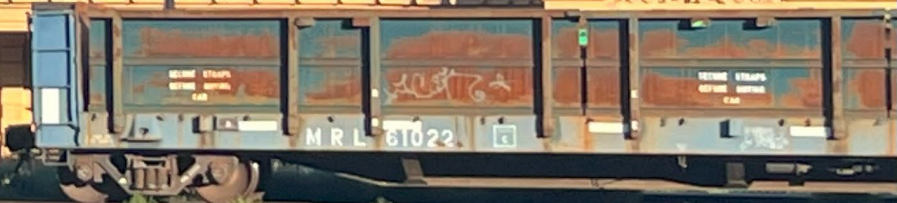
WHISKEY CREEK
SALOON & CIGARS

COCA-COLA

Bar & Grill

E. THOMAS & SON

CUZ259



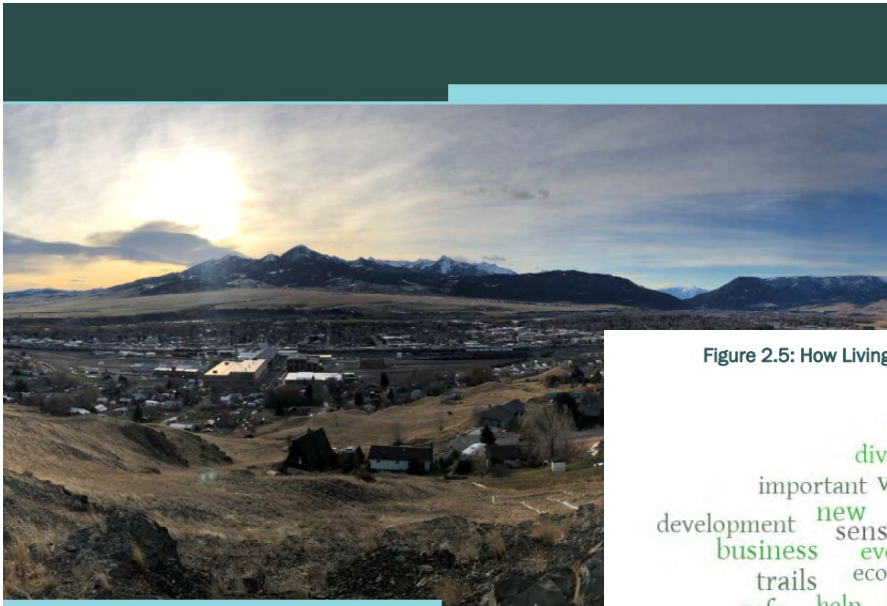








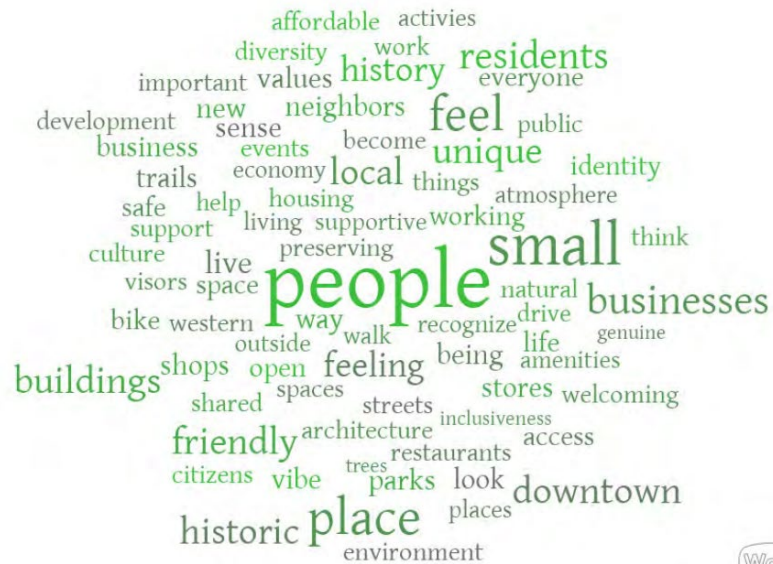
Vision & Policy To Build Upon



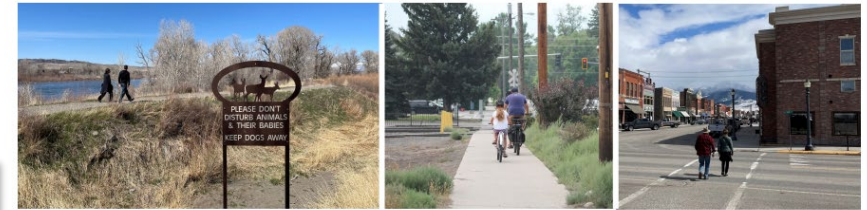
LIVINGSTON GROWTH POLICY

Final | June 2021

Figure 2.5: How Livingston Residents Define "Community Character"



WordItOut



LIVINGSTON, MONTANA Trails & Active Transportation Plan

FINAL adopted by Resolution No. 5028 as an appendix to Livingston Growth Policy April 2022

Implementing The Growth Policy

Objective 6.1.5: Plan for and attract new investment into the downtown district to support local businesses.

Strategy 6.1.5.1: Develop effective wayfinding signage for locals and tourists to easily find destinations and parking.

Strategy 6.1.5.2: Develop a parking strategy and consider removing parking space minimums from downtown coding.

Strategy 6.1.5.3: Explore creating a downtown master plan focused on the Urban Renewal District.

Strategy 6.1.5.4: Explore mechanisms to strengthen and enhance the effectiveness of the Urban Renewal Agency to encourage redevelopment of underutilized properties in the downtown area.

Strategy 6.1.5.5: Utilize and partner with local and state organizations like Prospera Business Network, Montana Department of Commerce, Montana Historic Preservation Grant Program (MHPC), and Montana Procurement Technical Assistance Center (PTAC), etc. to assist with economic development expertise and funding opportunities.

Strategy 6.1.5.6: Identify and implement a “Buy Local” procurement policy that greatly incentivizes the City of Livingston to support local businesses.

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CITY OF LIVINGSTON
GROWTH POLICY

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

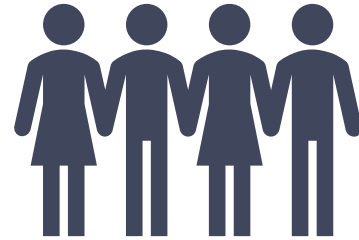
Project Schedule Livingston Downtown Master Plan	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
Task 1: Project Kickoff & Project Management	July 2023 - May 2024										
Task 2: Existing Conditions Analysis & Preliminary Visioning	July 2023 - September 2023										
Task 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):

- 
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

Demographics

- **Study Area residents have**
 - Higher median age than City (48.3)
 - Lower median household income than city (\$44,892)
 - Smaller average household size than the city (1.7)
- **Study Area has grown by**
 - 285 residents since 2010
 - 126 households since 2010



1,362 residents in Study Area
15% of citywide population



776 households in Study Area
18% of citywide households

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**

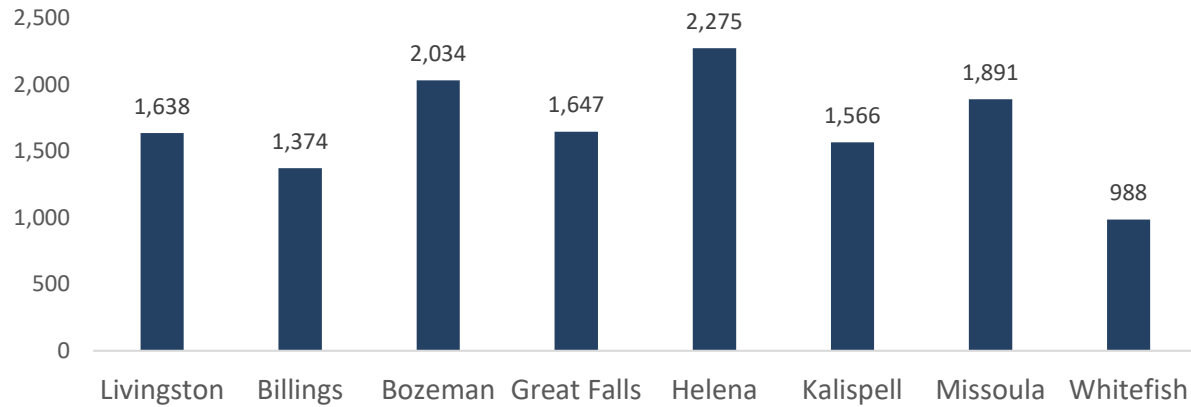
- Public Administration (505)
- Retail Trade (352)
- Education (201)
- Accommodation/Food Service (157)
- Finance/Insurance (144)



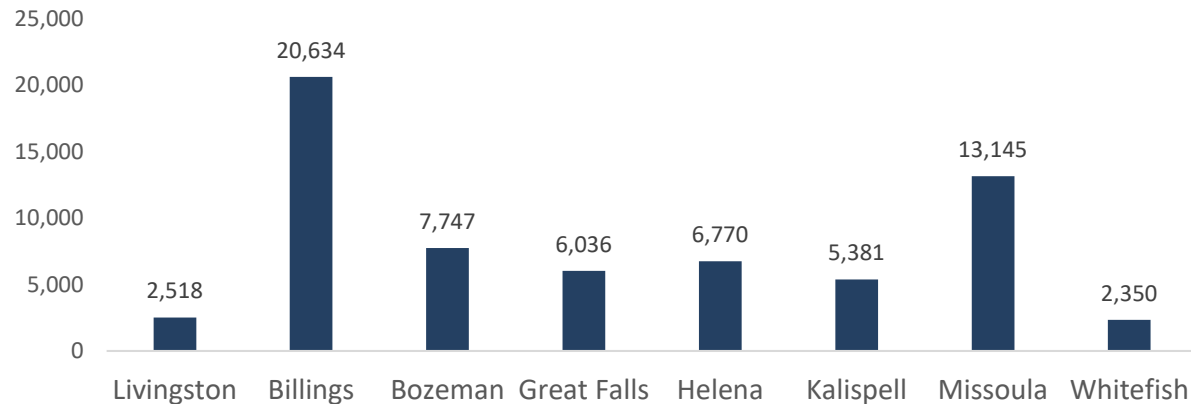
2,175 jobs in
Study Area
50% of citywide
jobs

Comparison To Peers

Households within Half Mile



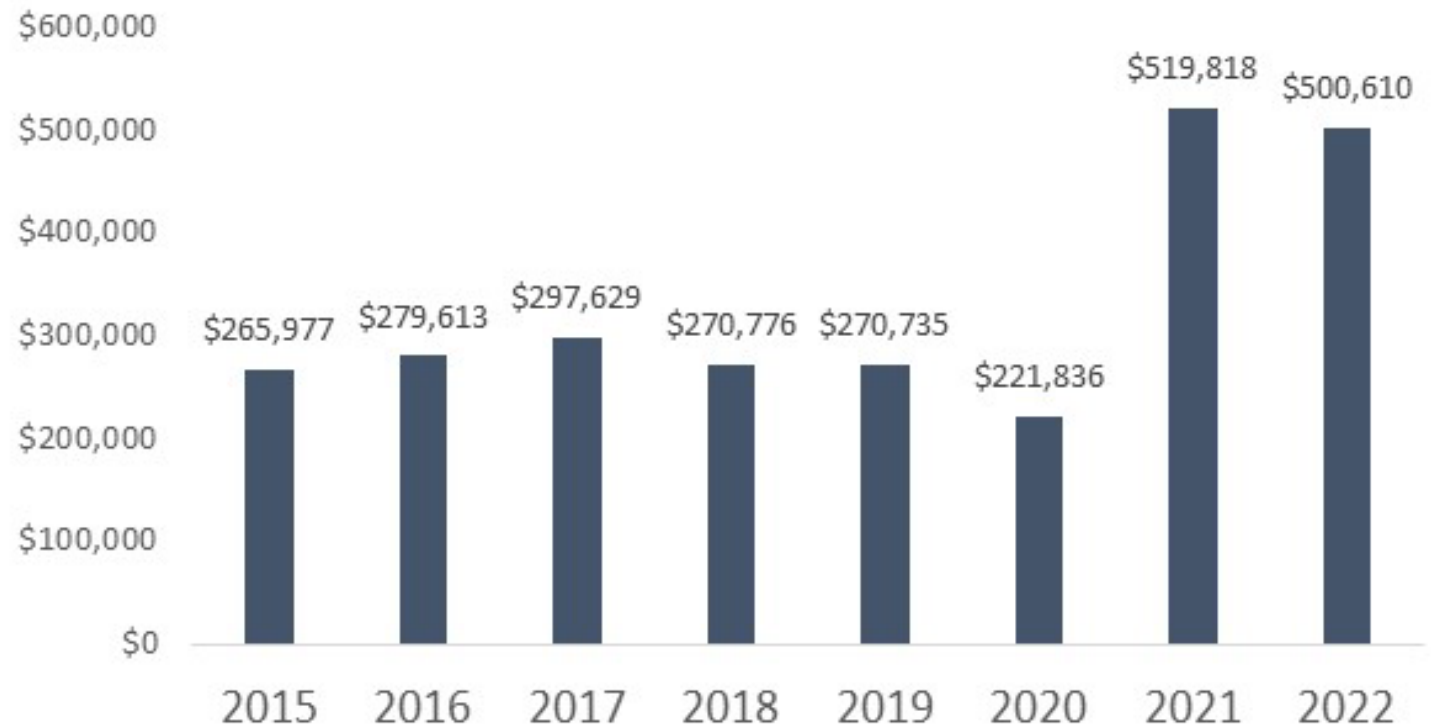
Jobs within Half Mile



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



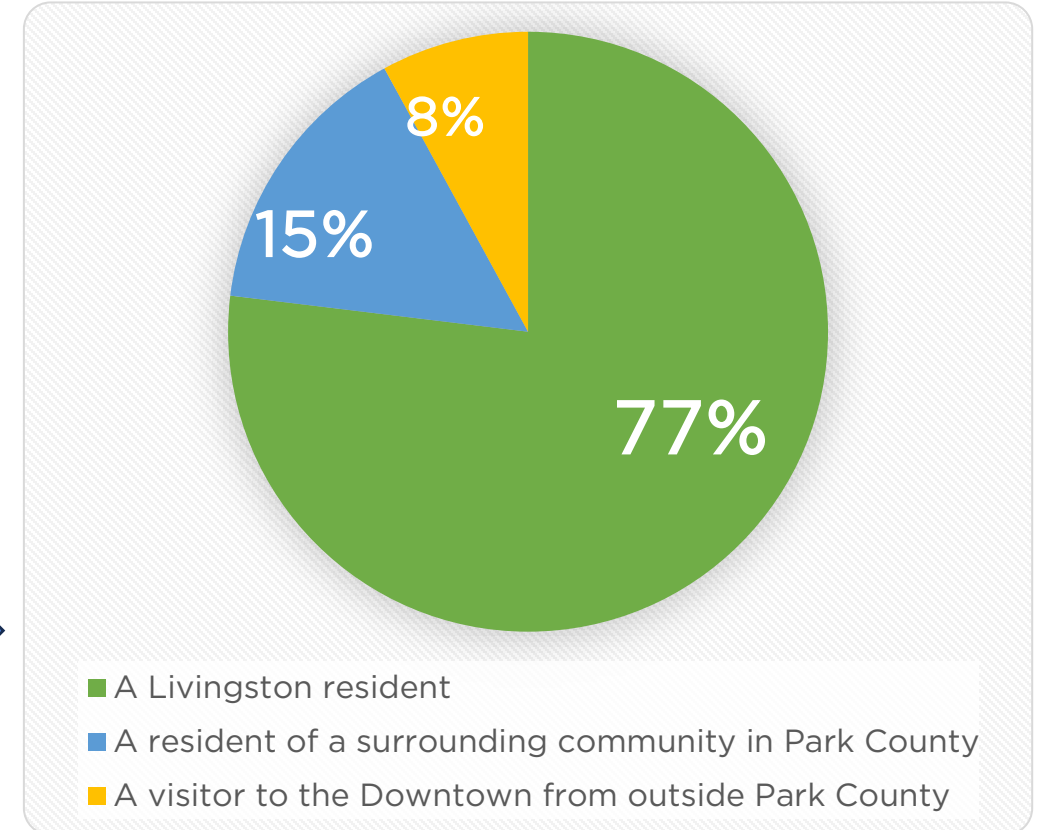
Source: Institute for Tourism and Recreation Research

Successful Downtowns in Peer Communities

- Most have made efforts to **preserve historic character** and rehabilitate old buildings
- Invested in **wayfinding, artwork, and murals**
- **Utilize rivers** for multi-use path and **connection to downtown**
- Encourage **mixed-use development**
- Most utilize **public financing tools** to help support **investments**
- Most have a **local business organization** focused on downtown
- **Annual events & festivals**

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 – Preliminary Visioning Survey

- **Key Takeaways:**

- **Favorite Part of Downtown:**

- A strong emphasis on the community, as well as an appreciation of the history/historic architecture/main street character & charm in the Downtown

- **Vision for Downtown:**

- Reinforcing the favorite part of Downtown, a desire to maintain and preserve the community and character, while making it more vibrant and accessible (including from a parking standpoint)

- **One thing to improve:**

- Parking was the most frequent response, with safety, diversity of shopping options, and additional green space/trees also very frequently mentioned.
 - “Nothing” was also a popular response, reinforcing the desire to maintain and preserve the character of the Downtown.

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

Livingston DOWNTOWN MASTER PLAN



Workshop / Charrette Exercises

Land Use & Activation Exercise

- Diversify Mix of Uses
 - What uses are needed to continue to attract tourists?
 - What uses will attract kids? Teenagers? Seniors? Families?
- Make the streetscape & public realm “people-first”
 - Establish places to gather & linger
 - Add more “eyes on the street,” which promotes security & shared ownership
- Find opportunities for shade/connection with nature

Diversify The Mix of Uses



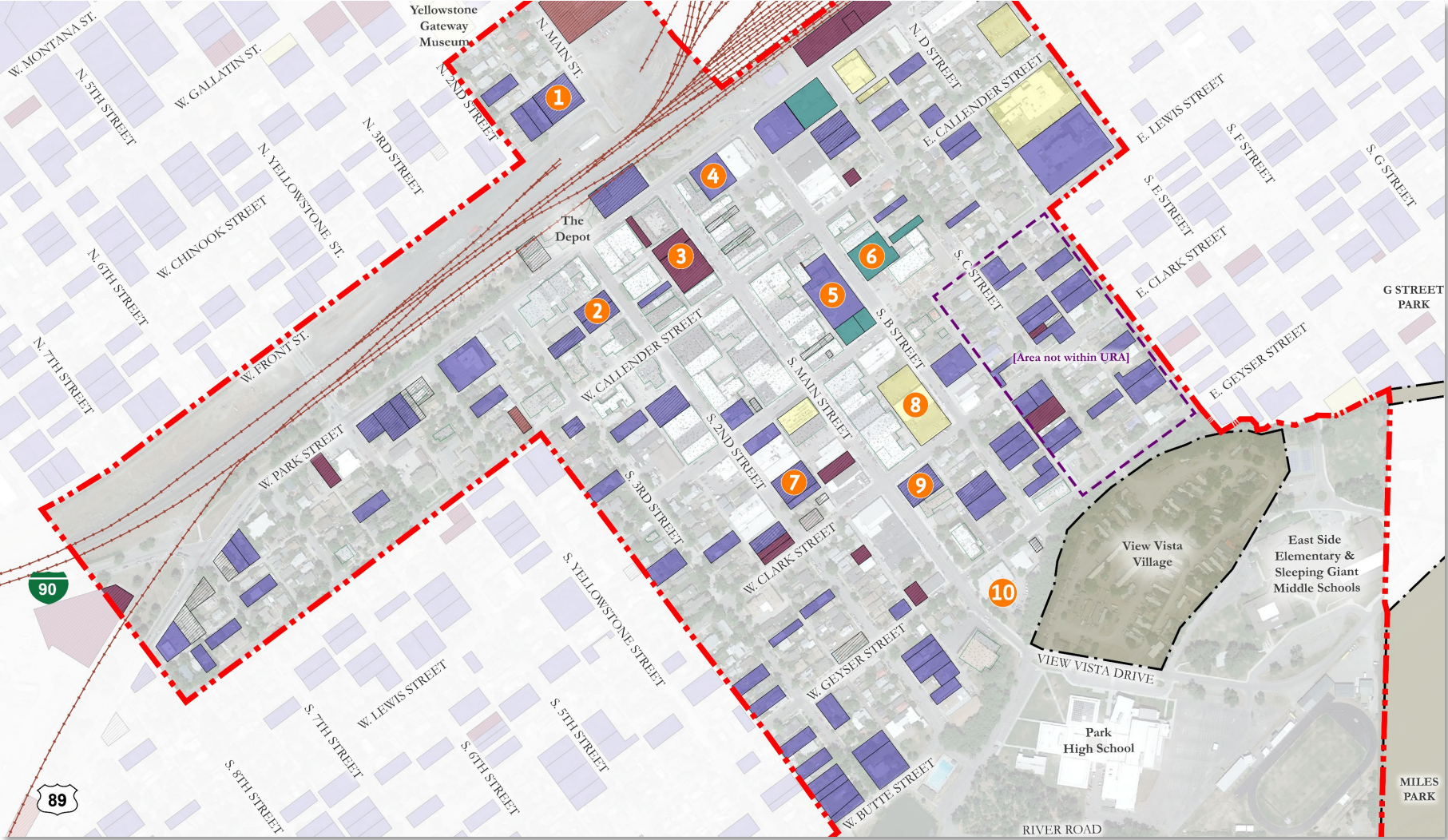
“People-First” Streetscape Environment



Opportunities for Shade & Green Space



Land Use & Activation Exercise



Key

- Pocket Park / Plaza Space
- Residential
- Shops / Restaurants
- Hotel

You are encouraged to write in other uses or more detailed ones!

Key Connections & Destinations Exercise

- Gateway Opportunities
 - How do we signal that you've arrived in Downtown, and direct to areas of interest?
- Wayfinding
 - How do we encourage visitors and locals to explore?
- Connect to Adjacent Assets
 - Expand the footprint of "Downtown"

Gateway Opportunities



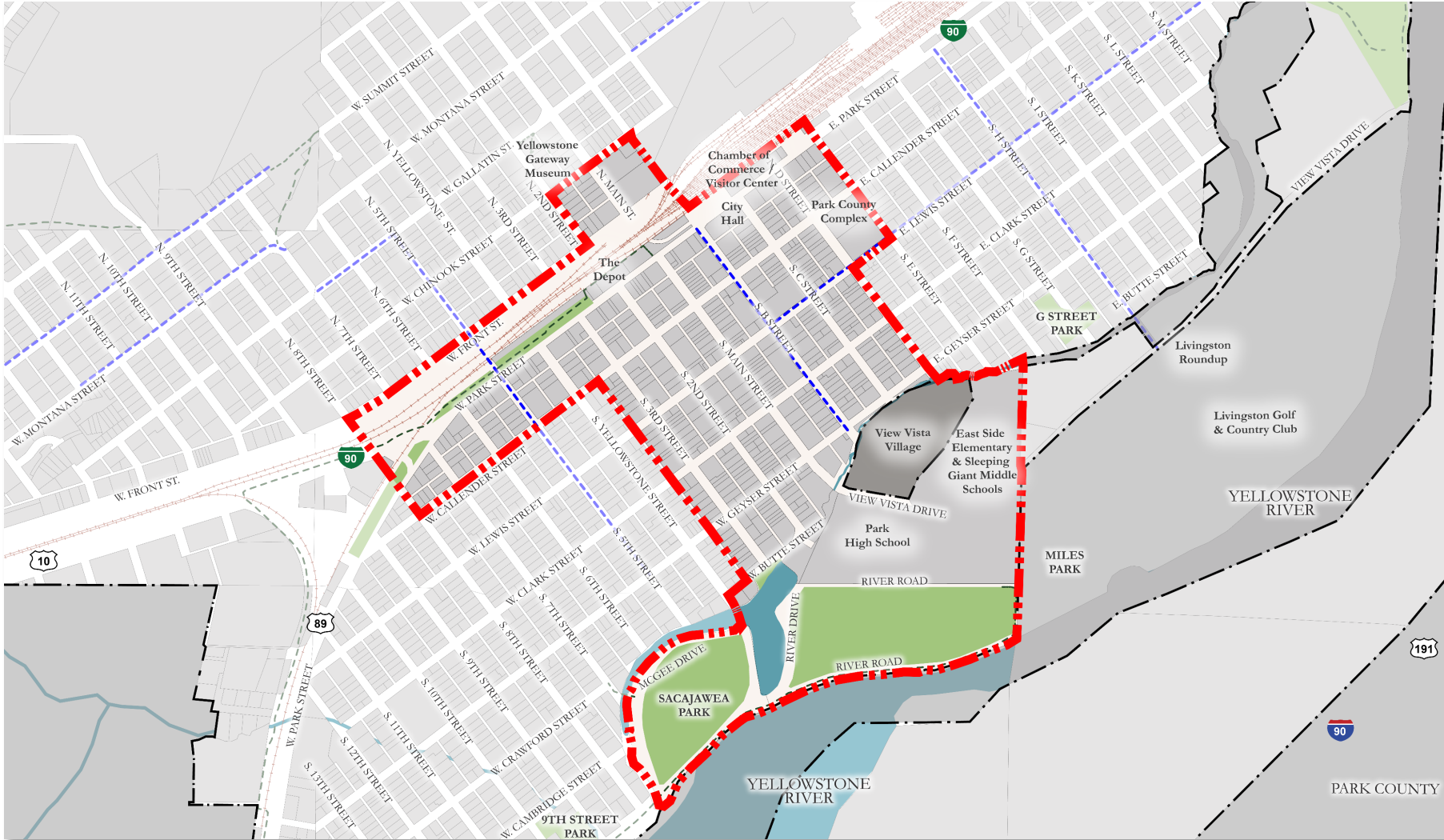
Wayfinding / Signage Opportunities



Connect to Adjacent Assets



Key Connections & Destinations Exercise



- Key**
- Gateway Opportunity
 - Local Destination
 - Tourist Destination
 - Need for better access
 - Desire for better/safer connection

Parking Management Exercise

- Parking Management Best Practices:
 - Enforcement
 - On-Going & Making A Difference
 - Time Limit Zones
 - Potential to calibrate usage to demand
 - Wayfinding
 - Direct drivers to consolidated locations
 - Programs
 - Permits, consolidated lots, etc.
 - Striping
 - Making use of Right of Way more efficient



Parking Management Exercise

Key

- Potential high-turnover area (~30 minutes)
- Potential long-stay area (3+ hours)
- Additional 2-hour limits needed
- Areas you have trouble finding parking regularly



Arts, Amenities & Events Exercise

- Public Art & Murals
 - Opportunities to express “uniquely Livingston” art & culture
- Events in the Street / Vacant Lots
 - Positioning the Downtown as the Community’s Gathering Place
- What “hidden gems” are there?
 - How to celebrate and enhance the treasures that not everyone knows about?

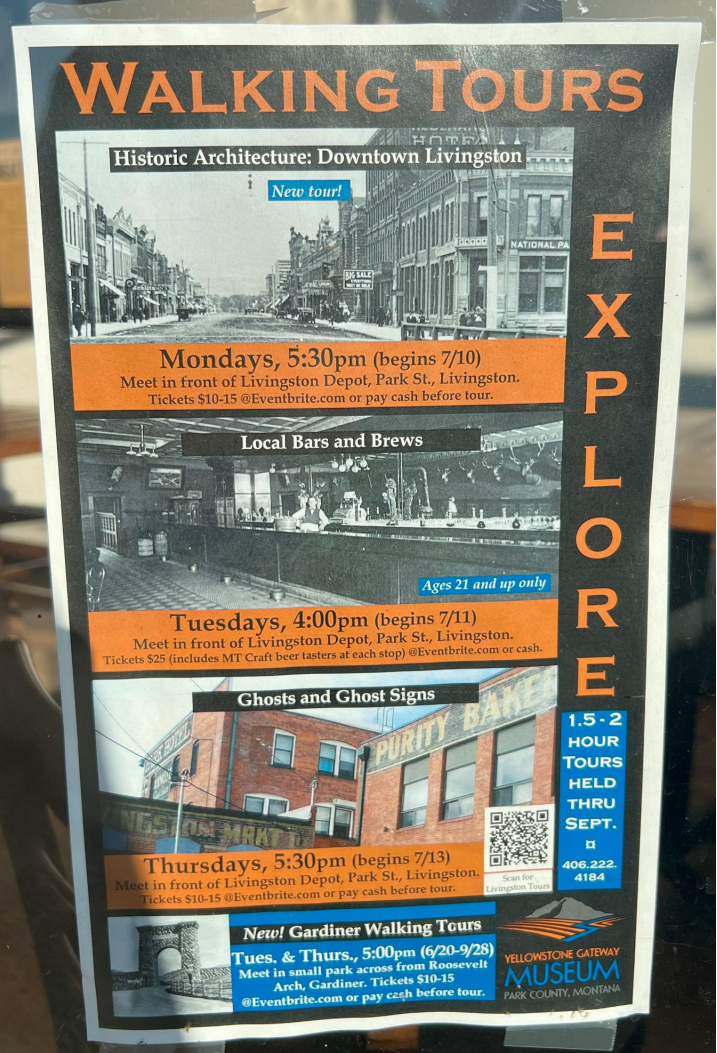
Public Art & Murals



Events in the Street / Vacant Lots



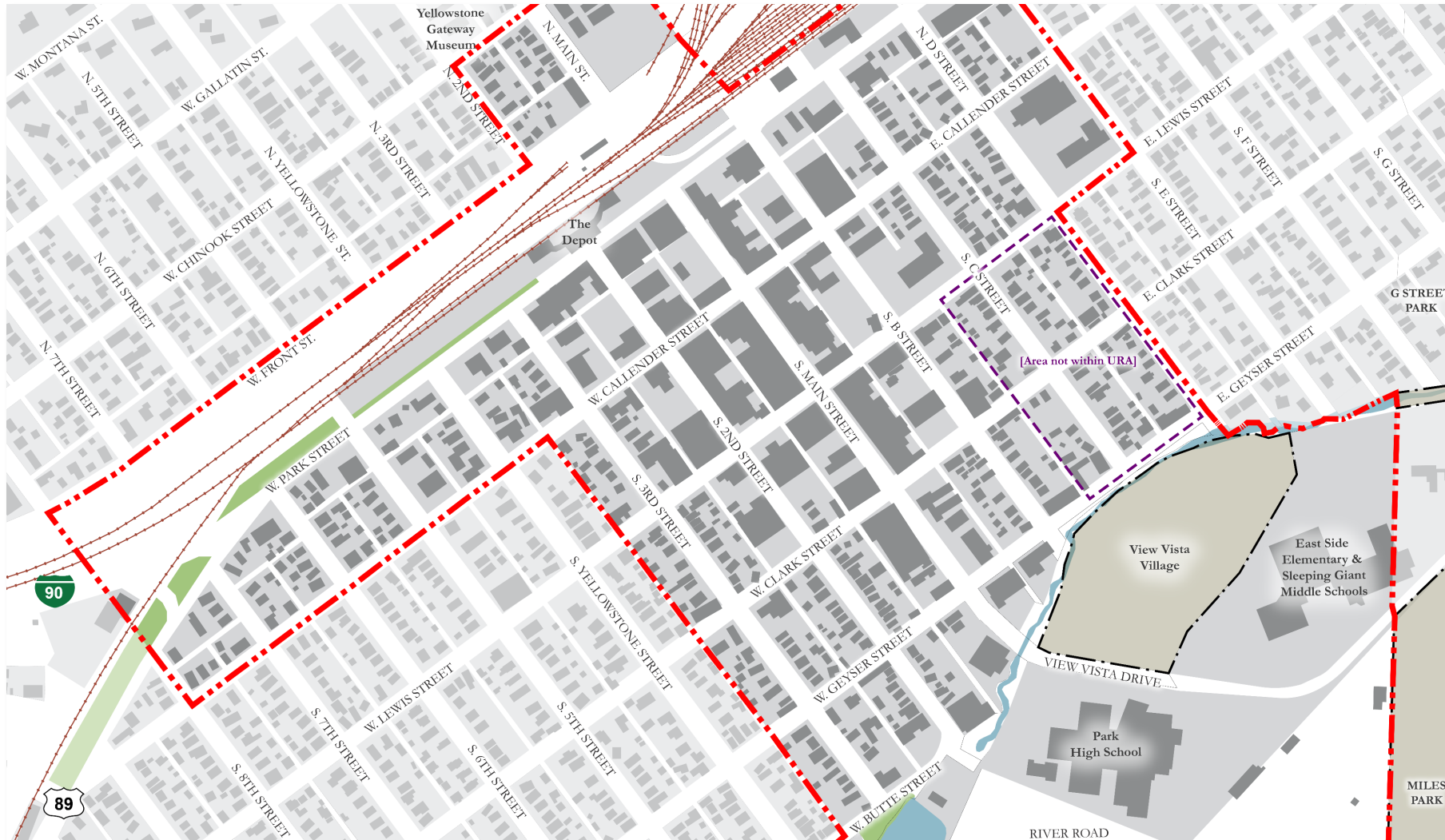
Enhancing the “Hidden Gems”



Arts, Amenities & Events Exercise

Key

- Public Art Opportunity
- Opportunity for temporary closures/gatherings
- Asset / Amenity in need of promotion/enhancement



Next Steps

- **Business Owner Breakfast** – Tomorrow morning
- **Planning Board Presentation** – Tomorrow evening
- **Community Open House** – Thursday – 5:00-7:00pm
 - The Shane Center
- Additional Stakeholder Interviews/Engagement
- Post Engagement Takeaways to Website & Begin Developing Alternatives
- Additional Engagement in January/February Prior to Recommendation Development