

WELCOME!

WHAT IS THE DOWNTOWN MASTER PLAN?

Perhaps more than anything, the Downtown Master Plan is an opportunity for the Livingston community to come together and have a conversation about its collective vision for the future of the downtown.

Based on the priorities that emerge from that conversation, a Downtown Master Plan document will be produced, helping to guide the City of Livingston's efforts in working to achieve that community vision. It will include a mix of policy and built environment recommendations for both short- and long-term improvements and investments in the Downtown.



PROJECT TIMELINE

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

ABOUT THE PROJECT

While the Master Plan will cover a wide range of topics that affect and influence Downtown Livingston - including Land Use & Activation; Parks & Open Space; Circulation & Mobility; Arts, Culture & Amenities; and more - specific deliverables in the project scope include:

- Identification of priority development/redevelopment projects in the planning area;
- A Streetscape Improvement & Wayfinding Plan;
- A Housing & Parking Study;
- Recommendations for plan implementation, including key partners and stakeholders;
- A summary of potential funding resources to create and sustain downtown's economic health

HOW CAN I STAY INVOLVED?

VISIT THE PROJECT WEBPAGE FOR UPDATES!

www.DowntownLivingston.org/Plan



ADD YOUR THOUGHTS TO THE "SHARE YOUR IDEAS" FORM . . . AVAILABLE 24/7!

COMMUNITY ENGAGEMENT
The most critical part of the Downtown Master Plan process, community engagement will be on-going throughout the planning process. We are seeking broad public participation and input into the process - including efforts to engage Park County residents living outside the City and visitors to the downtown - and the process is designed to allow for a variety of levels of participation. Methods of engagement will include opportunities to engage more actively in a variety of in-person settings: one-on-one calls and meetings, group discussions, a Local Business Owner's Breakfast, public meetings, drop-ins at established community events, etc. opportunities to participate actively or passively online via website, surveys, and Zoom meetings, and opportunities to just stay informed about the process through the website, email distributions, informational flyers, etc.

RESOURCES
Press About The Downtown Master Plan:
 • 8/16 - Livingston Enterprise - Master planning survey open until end of August (PDF)
 • 8/2 - 8/18 - Livingston starts work on downtown master plan (LPH)
 • 8/2 - 8/18 - Livingston sets goals for downtown master plan (LPH)
 • 7/21 - Livingston Enterprise - City asks public to take survey for master plan (PDF)
 • 7/11 - Livingston Enterprise - City seeks to stimulate economic development (PDF)
 • 7/6 - Livingston Enterprise - Master plan in the works for downtown Livingston (PDF)

Project Presentations:
 • 10/26 - URA Introductory Presentation (PDF)
 • 8/15 - City Commission Project Introductory Presentation (PDF)

Project Deliverables:
 • Preliminary Basemap Set (PDF)

Sign Up for more info about the Livingston Downtown Master Plan

First name: _____
 Last name: _____
 Email: _____

Share Your Ideas for Downtown Livingston

Select a category to describe the improvements you'd like to recommended for Downtown Livingston:

Sign in to Google to save your progress. [Learn more](#)

What types of improvements would you like to share your ideas about?

Choose _____

Next Clear form



(With a Smart Phone, use your camera to hover over the QR code above and click on the link.)

AND ADD YOUR CONTACT INFO TO THE PROJECT DISTRIBUTION LIST FOR EMAIL UPDATES!

COMMUNITY WORKSHOP & OPEN HOUSE

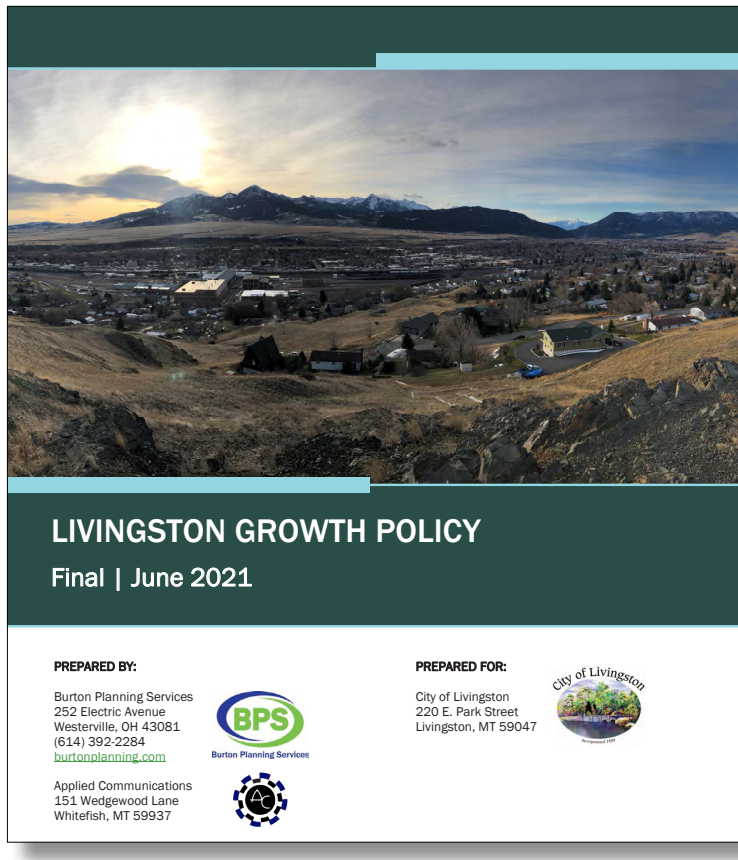
NOVEMBER 14TH - 16TH, 2023

BACKGROUND INFO

GROWTH POLICY RECOMMENDATIONS & PRELIMINARY DOWNTOWN VISION THEMES

How Did The Downtown Master Plan Come To Be?

Adopted in June 2021, the Livingston Growth Policy serves as the comprehensive plan to guide decisions about land use and development, as well as other public investments, all across the City of Livingston.



Within that guidance, a number of objectives and strategies - and specifically those under Goal 6.1 (shown at right) - pointed to the need for a Downtown Master Plan to help plan for and attract new investment in the downtown. Importantly, an overwhelming priority in the Growth Policy was the retention of "Community Character" (expressions of how residents defined that shown at right), and that will be a guiding principle for this Downtown Master Plan process - promoting ideas for downtown's evolution while prioritizing the character that the community cherishes.

CITY OF LIVINGSTON GROWTH POLICY

G. Community Character

Throughout the Growth Policy Update process, the community expressed the desire to preserve Livingston's character. Figure 2.5 displays the most frequently used words to define the term "community character" as collected via an online survey. The larger the font of a word, the more often it was used to define term. Livingston's residents and stakeholders understand "community character" to capture the area's unique history, culture, and feel.

The word cloud (Figure 2.5) has been generated from a survey on community character that was performed as a follow-up to the Community Survey and Community Meeting, after a common theme found throughout public input was the desire to preserve Livingston's character. The survey asked respondents how they defined community character and what Livingston features they felt contributed to the City's character.

Through the community's definition of community character, three overarching themes rose to the top, a friendly, laid-back welcoming atmosphere, our surrounding natural environment, and the look and feel of our downtown. These themes were further emphasized in the survey asking what features of Livingston were most important to people, with a whopping 89 percent of people stating that the natural beauty of the area was very important to their definition of community character. Related to this 77 percent of respondents felt that outdoor recreation was very important and 73 percent responded that the surrounding rural/open landscape, as well as, trees and landscaping was very important. Closely following the beauty of the area was a friendly and welcoming community, as 80 percent of respondents found that it was very important. Finally, between 60 and 70 percent of respondents stated that unique businesses, the charming downtown, and the small-town atmosphere were very important to their definition of community character. The Growth Policy reflects and translates these definitions of community character into land use recommendations, with the understanding that the community desires to maintain this character as the City grows and changes through time.

Figure 2.5: How Livingston Residents Define "Community Character"

CITY OF LIVINGSTON GROWTH POLICY

Goals, Objectives & Strategies for Growth

Goal 6.1: Strengthen and diversify Livingston's economy by supporting industries and initiatives that increase employment opportunities and personal income.

Objective 6.1.1: Support existing local businesses.

- Strategy 6.1.1.1: Increase use of the local Revolving Loan Fund to facilitate in existing business expansion and job creation.
- Strategy 6.1.1.2: Explore incentives to businesses that provide some employee housing.

Objective 6.1.2: Support continuing adult education to develop a more skilled workforce.

- Strategy 6.1.2.1: Support local school system/vocational schools/colleges & universities to develop curriculum tailored to local and regional needs.

Objective 6.1.3: Reassess needs of anchor businesses to accommodate their long-term needs and retention.

- Strategy 6.1.3.1: Host business roundtables with local business leaders to discuss their needs and retention.

Objective 6.1.4: Increase efforts to partner with Montana Rail Link (MRL) to rehabilitate and integrate it into the community.

- Strategy 6.1.4.1: Work with MRL to identify underutilized railroad property.

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 (MHPG), 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.

ALL PART OF THIS PROJECT!

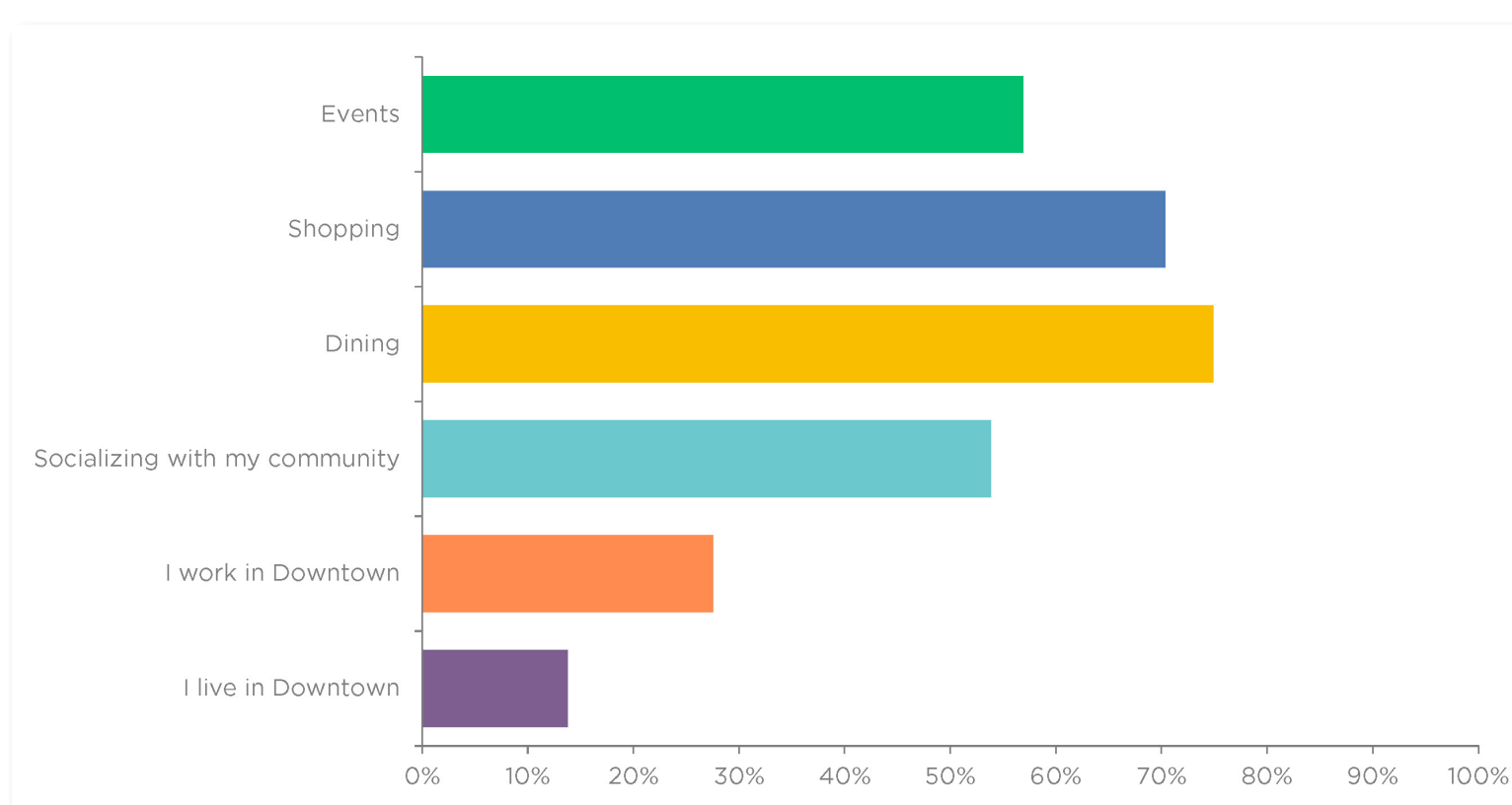
PRELIMINARY VISIONING SURVEY FEEDBACK

KEY TAKEAWAYS

Consistent themes in the open-ended responses included:

- 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.
 - Many reinforced the desire to maintain and preserve the character of the Downtown.

WHAT BRINGS RESIDENTS TO DOWNTOWN LIVINGSTON MOST OFTEN:



IN ONE WORD, WHAT IS YOUR FAVORITE PART 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

IF YOU COULD IMPROVE ONE THING ABOUT YOUR EXPERIENCE IN DOWNTOWN LIVINGSTON, WHAT WOULD IT BE?

SAMPLING OF RESPONSES WITH CONSISTENT THEMES:

Nothing. Downtown is wonderful the way it is.

Get rid of the offices downtown to utilize the spaces for more retail spaces.

More outdoor dining options

Aesthetic upkeep and refurbishment of businesses and signs; street & sidewalk repair

More residential units with designated parking

Fair housing

Parking!

Accessibility via bikes, walking, wheelchair, etc.

Safety, especially as a pedestrian or cyclist; bike routes and lanes

Livingston is a quaint small town. Needs to stay that way...

More affordability (housing & dining)

Rental housing for employees so that restaurants can stay open more than 3 days a week!

More trees and green space

It's perfect now. Don't screw it up!

Convenient and available parking

Reduce the number of art galleries

One stop shop. Find things in town so I don't have to go to Bozeman all the time.

More varied businesses providing basic services

Quiet zones at the railroad crossings

Entertainment district and park area downtown

More downtown events

More music events

Less vacancy; Restoring vacant buildings with affordable housing

Less tourists, less art galleries, and more businesses that serve the interests of locals.

Bike parking

More places for breakfast and shopping - particularly family-oriented

A small grocery store downtown (like Ricci's)

Longer hours at small businesses

Beautification of more than just Main Street

More benches and tree lined streets

Pocket parks and shaded areas

Unique - non-chain - retail options

Better parking regulation

A thriving street level with everyday businesses and local restaurants

Safer routes to school - bicycling and walking - for kids

COMMUNITY WORKSHOP & OPEN HOUSE

NOVEMBER 14TH - 16TH, 2023

EMERGING IDEAS

WHAT WE'RE HEARING SO FAR . . . WHAT RESONATES?

WHICH OF THESE IDEAS WE'VE HEARD FROM THE COMMUNITY (SO FAR), DO YOU THINK SHOULD BE PRIORITIZED/FURTHER EXPLORED? (PICK UP TO FOUR PER CATEGORY)

LAND USE & ACTIVATION IMPROVEMENTS



ADDITIONAL RESTAURANTS



GAME & ENTERTAINMENT VENUES



ADAPTIVE REUSE - HOTELS



ALLEY ACTIVATION



OUTDOOR DINING



COWORKING / MAKER SPACES



ADAPTIVE REUSE - UPPER-STORY RESIDENTIAL



LOCAL CONVENIENCE STORE

WHAT OTHER IDEAS DO YOU HAVE? (WRITE THEM IN HERE!)

ARTS, CULTURE & AMENITIES IMPROVEMENTS



ART SCULPTURES



BUILDING MURALS



HISTORICAL STORYTELLING



TEMPORARY EVENT STAGE



TEMPORARY CLOSURES FOR EVENTS / FOOD TRUCKS



ART WALK TO SACAJAWEA PARK



PARKLETS



ART DEMONSTRATIONS

WHAT OTHER IDEAS DO YOU HAVE? (WRITE THEM IN HERE!)

EMERGING IDEAS

WHAT WE'RE HEARING SO FAR . . . WHAT RESONATES?

WHICH OF THESE IDEAS WE'VE HEARD FROM THE COMMUNITY (SO FAR), DO YOU THINK SHOULD BE PRIORITIZED/FURTHER EXPLORED? (PICK UP TO FOUR PER CATEGORY)

STREETScape & MOBILITY IMPROVEMENTS



STRIPED BIKE LANES



GATEWAY MONUMENTS



PAINTED CROSSWALKS



TEMPORARY CURB EXTENSIONS/BULBOUNTS



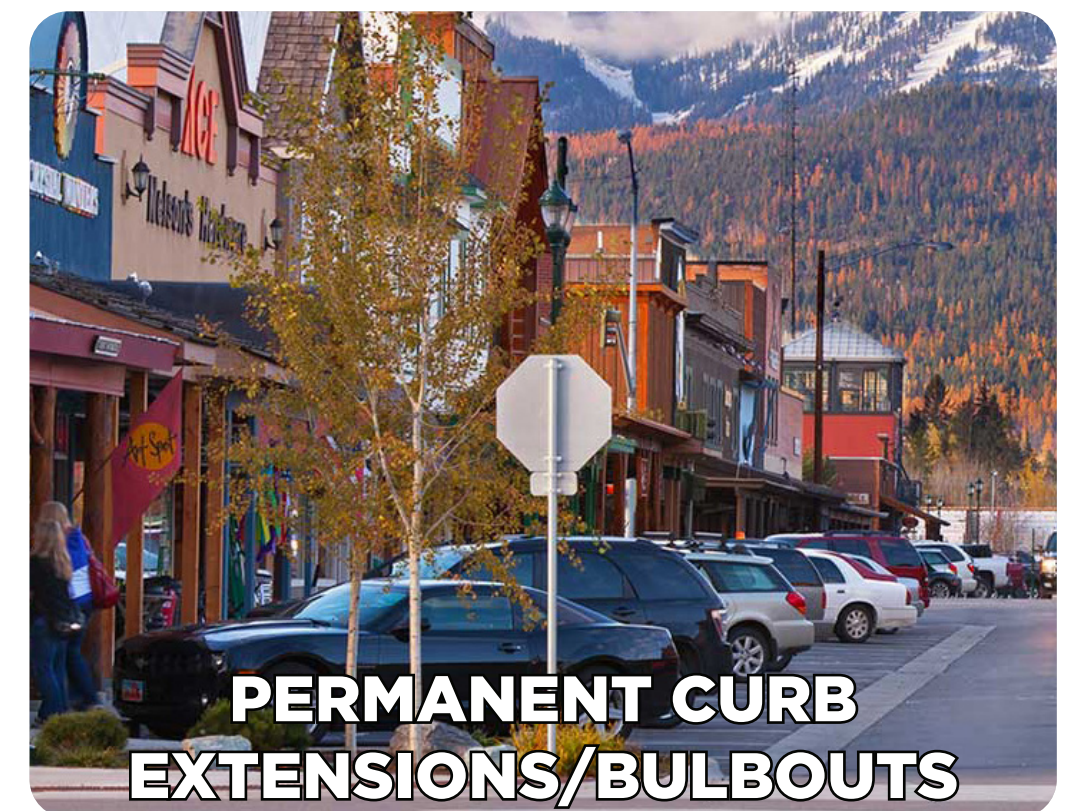
MULTI-USE TRAILS



STREET TREES



BIKE PARKING / RACKS



PERMANENT CURB EXTENSIONS/BULBOUNTS

WHAT OTHER IDEAS DO YOU HAVE? (WRITE THEM IN HERE!)

PARKS & OPEN SPACE IMPROVEMENTS



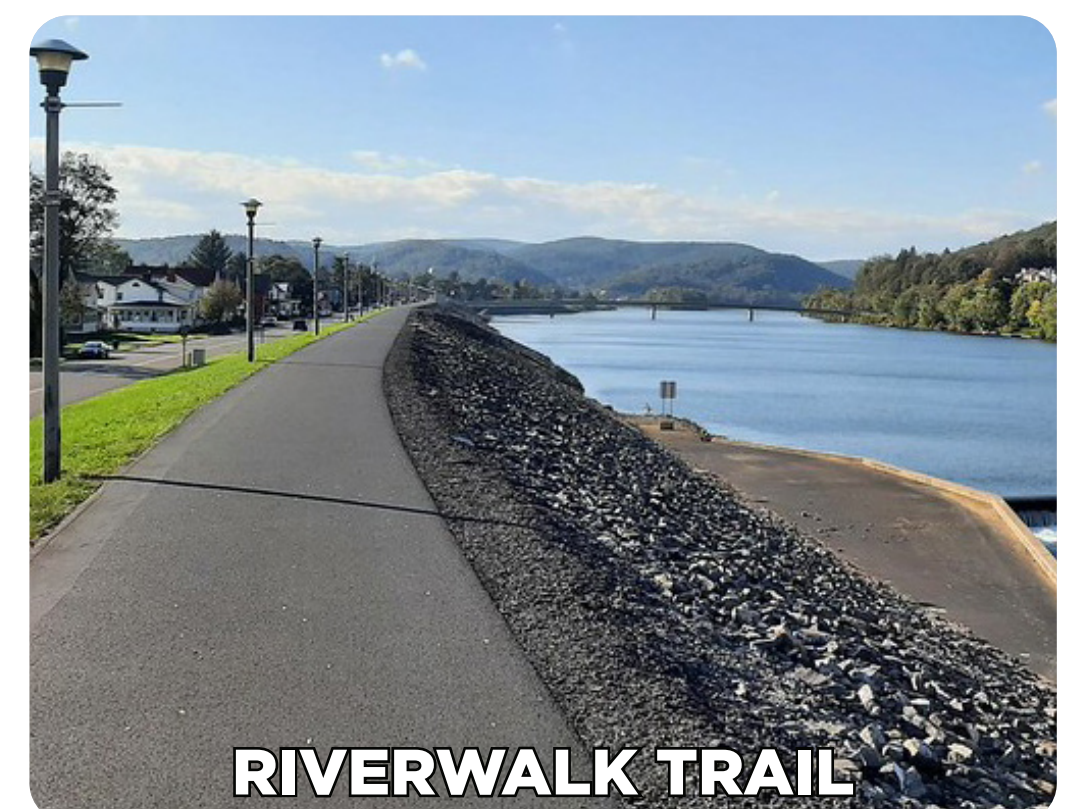
POCKET PARKS



GAZEBOS / SHADE STRUCTURE



FESTIVAL / GREENWAY STREET



RIVERWALK TRAIL



BENCHES / ADDITIONAL SEATING



ACTIVE / NATURE PLAY OPPORTUNITIES



EVENTS IN PARKING LOTS



WAYFINDING SIGNAGE TO SACAJAWEA PARK

WHAT OTHER IDEAS DO YOU HAVE? (WRITE THEM IN HERE!)

COMMUNITY WORKSHOP & OPEN HOUSE

NOVEMBER 14TH - 16TH, 2023

EARLY TAKEAWAYS

UNDERUTILIZED PARCELS / OPPORTUNITY SITES AND PARKING UTILIZATION

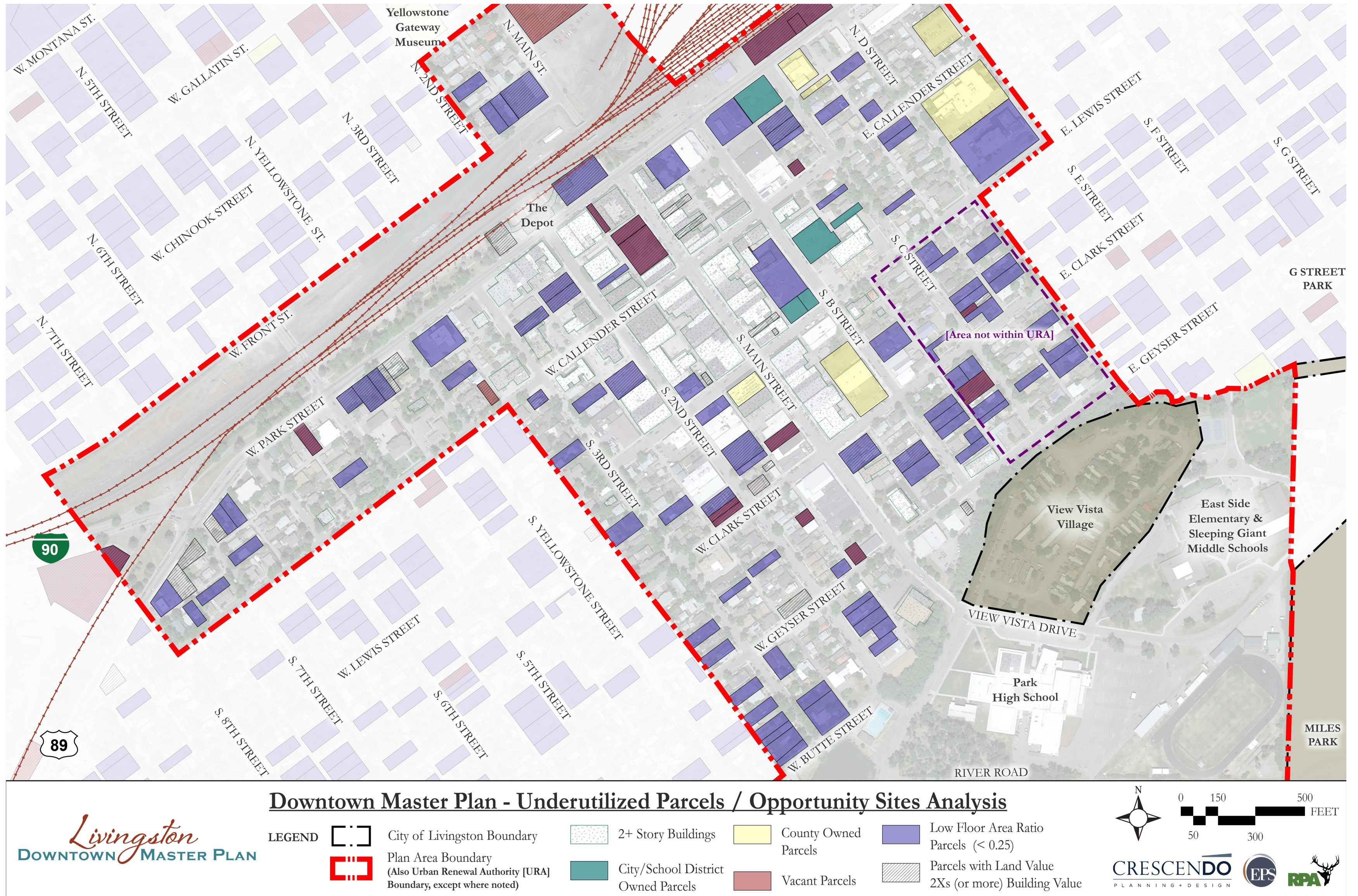
UNDERUTILIZED PARCELS / OPPORTUNITY SITES

WHAT DOES THIS MAP MEAN?

This map illustrates an analysis performed on all parcels within the Downtown Master Plan study area. The intent is to “flag” the parcels that are most likely suited / susceptible to redevelopment from a market standpoint, in an effort to spark a more deliberate community conversation about the opportunities these sites present in helping to achieve the community’s vision for Downtown Livingston.

The highlighted parcels on the map meet one or more of the following indicators that signal either underutilization and / or greater development opportunity (graphic representation shown in the legend):

- Ownership by the City or Park County
- Vacant Parcels
- Parcels with building square footages that are less than 25% of the size of the lot (“Low Floor Area Ratio Parcels”)
- Parcels with Land Value that is 2Xs (or more) the value of the building(s) on the lot

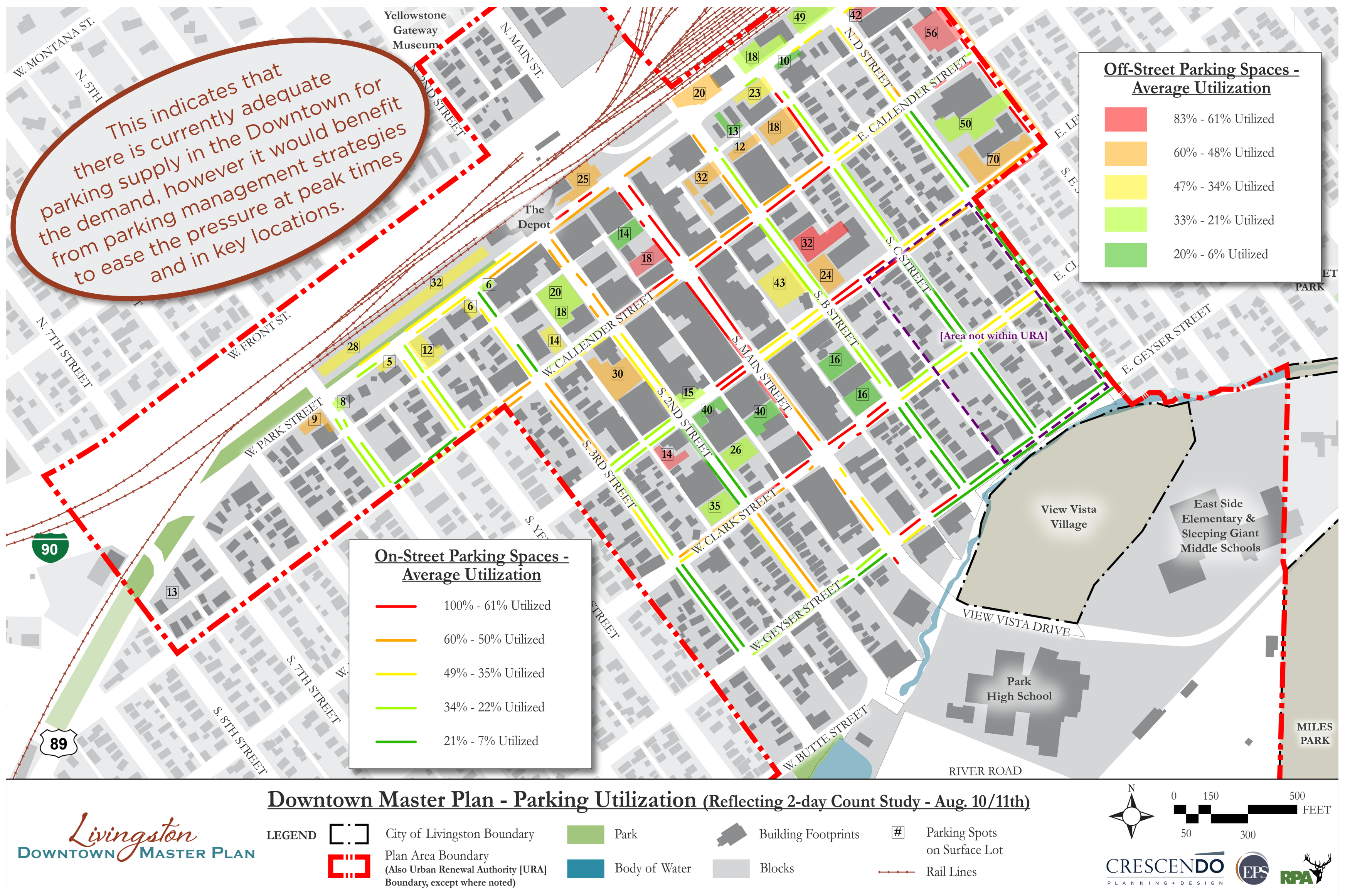


PARKING UTILIZATION

WHAT DOES THIS MAP MEAN?

This map illustrates the results of a 2-day parking utilization study that was conducted within the core of the Downtown Master Plan study area. The study was comprised of continuously counting the usage of parking spaces throughout the day (every ~30 minutes) on Thursday, August 10th & Friday, August 11th, in an effort to better understand usage - both from a frequency and location standpoint. Usage was counted for both on-street parking, as well as off-street parking (parking lots), and the average utilization of those spaces across the 2-day study is illustrated on a gradient scale with **RED** showing highly utilized, and **GREEN** showing sparsely utilized.

Utilization was calculated by counting the number of spaces occupied on-street and off-street (in parking lots) every ~30 minutes throughout each of the 2 days, to establish an average occupancy for each on-street segment of the roadway & each off-street parking lot. That average was then divided by the parking space count of all on-street parking spaces along that segment of the roadway & of each off-street parking lot count (parking lot capacity shown as numbers in squares on map).



COMMUNITY WORKSHOP & OPEN HOUSE

NOVEMBER 14TH - 16TH, 2023

COLLABORATION

ENGAGED COMMUNITY MEMBERS AT THE COMMUNITY WORKSHOP/CHARRETTE & BUSINESS OWNER BREAKFAST

Livingston
DOWNTOWN MASTER PLAN

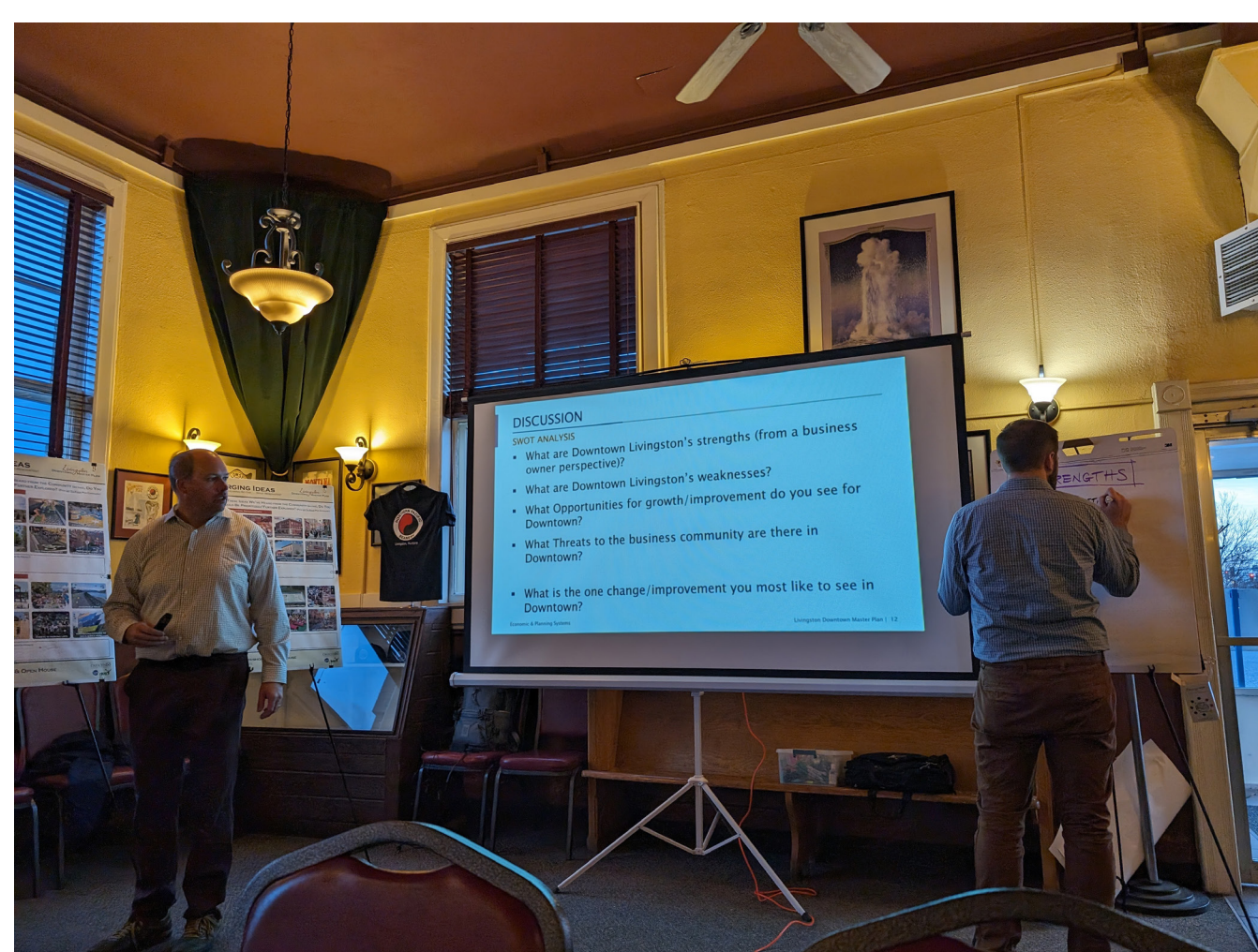
THE IMPACT OF COMMUNITY ENGAGEMENT & CAPACITY BUILDING

The Downtown Master Plan will be most impactful if it accurately represents the collective vision of the Livingston community for the future of the Downtown. In order to do so, candid and respectful conversations amongst community members are a critical part of this planning process, as it helps to build an understanding of the unique needs of all community members. The Downtown Master Plan can then work address those needs through its recommendations and Implementation Plan, with the hope that participants in the process will become champions of helping to guide the vision through to implementation.

COMMUNITY WORKSHOP/CHARRETTE PARTICIPANTS "IN ACTION"



BUSINESS OWNER BREAKFAST PARTICIPANTS "IN ACTION"



COMMUNITY WORKSHOP & OPEN HOUSE

NOVEMBER 14TH - 16TH, 2023

CRESCENDO
PLANNING + DESIGN



EARLY TAKEAWAYS

COMMUNITY WORKSHOP / CHARRETTE RESULTS

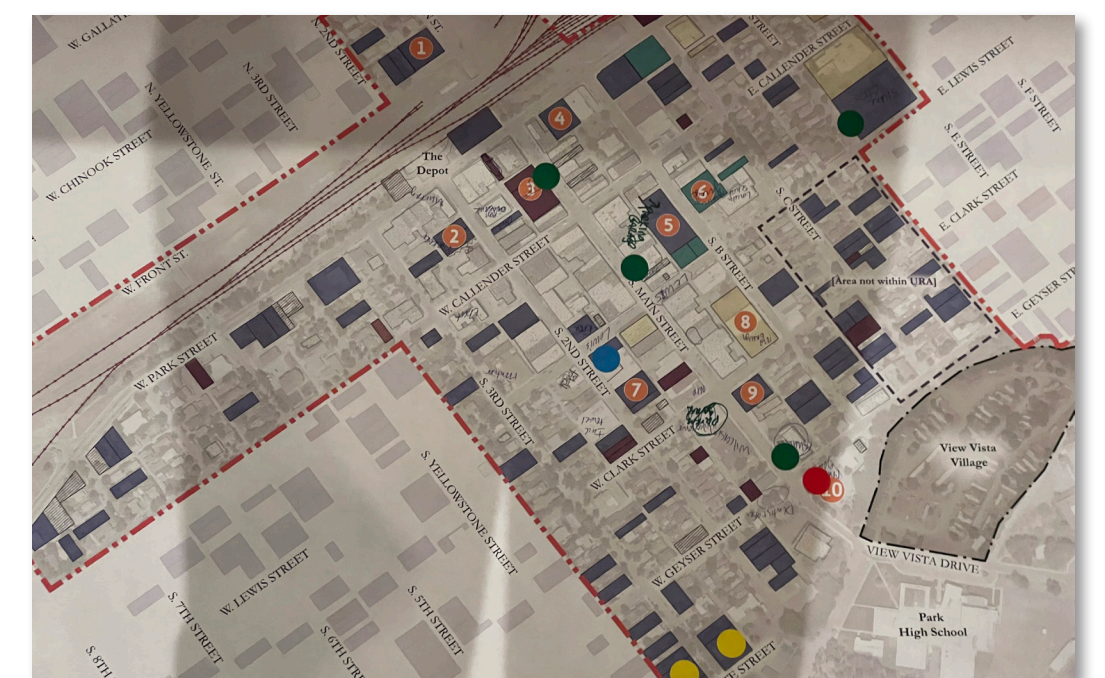
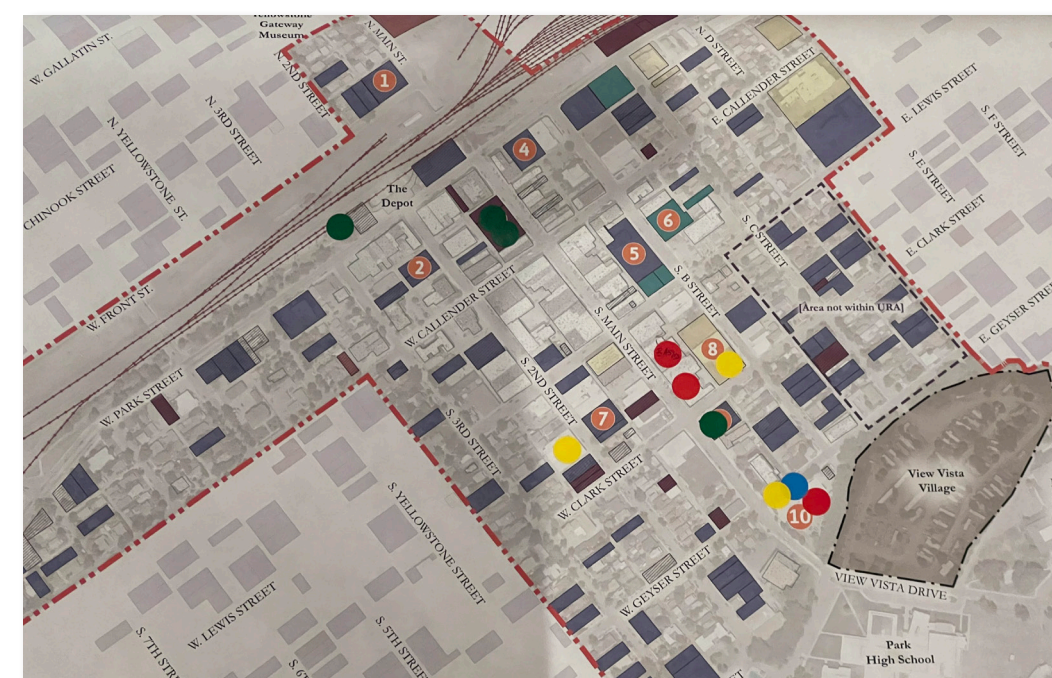
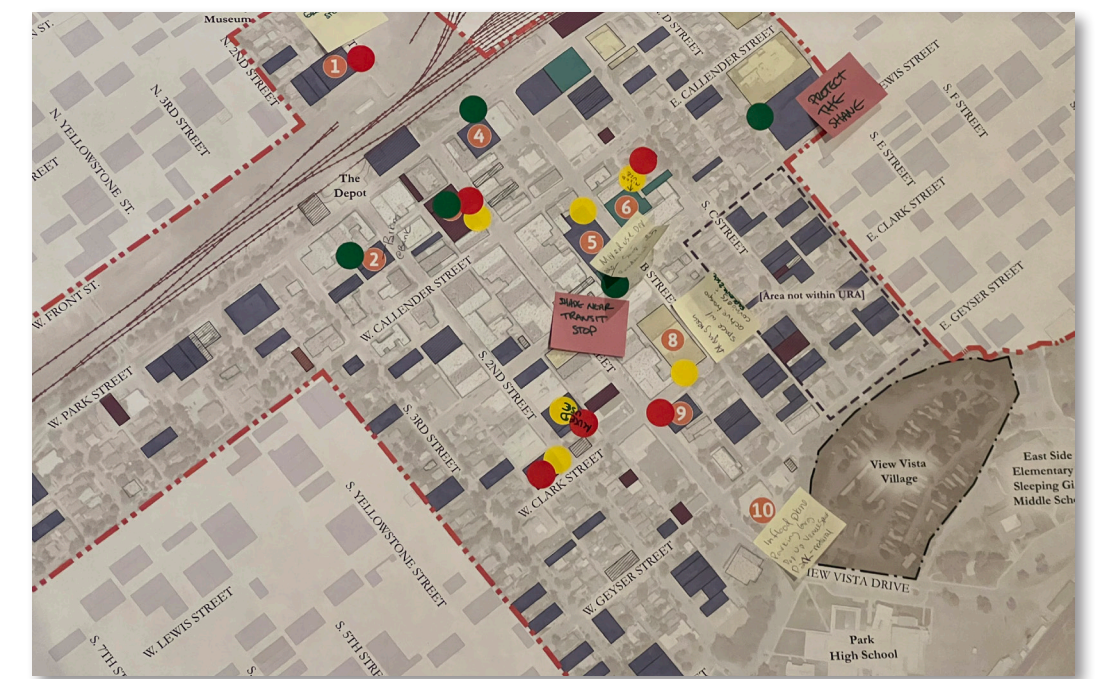
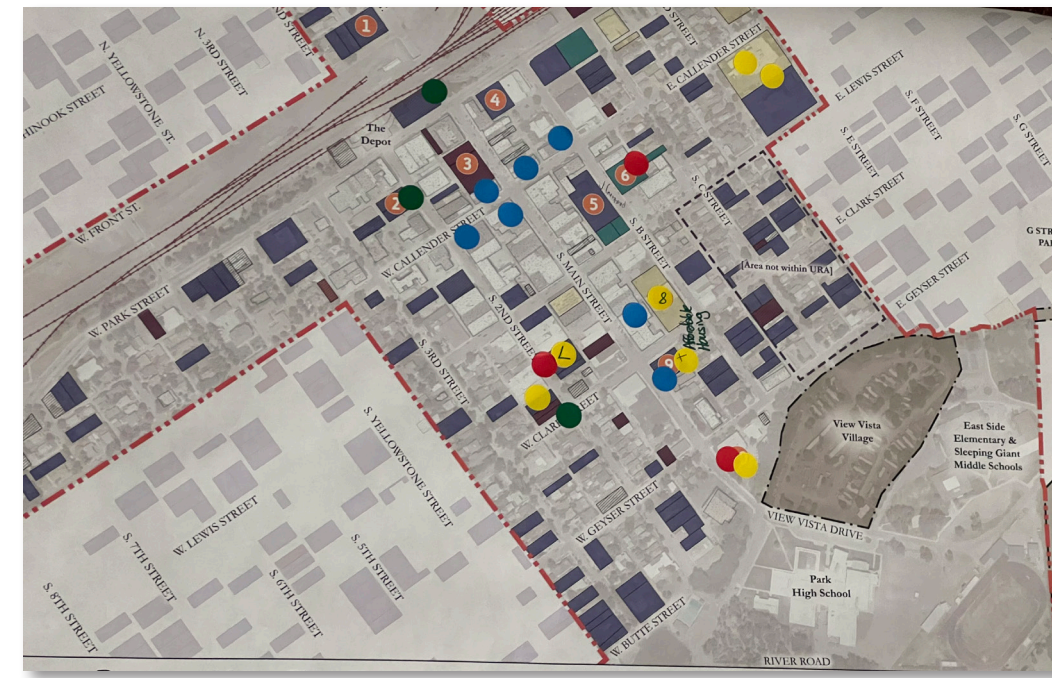
WHAT HAVE COMMUNITY MEMBERS BEEN SAYING THIS WEEK?

Community members have shown up in strong numbers this week at a Community Workshop / Charrette - held Tuesday evening, at The Depot, and at a Business Owner Breakfast - held Wednesday morning, at The Northern Pacific Beanery. At both events, community members spoke passionately about their visions for Downtown Livingston and provided feedback on the specific improvements they would like to see in and around the Downtown area. What is shown below is a sampling of that feedback, along with a listing of some of the consistent themes that were expressed by participants.

LAND USE & ACTIVATION EXERCISE

WHAT WERE SOME CONSISTENT THEMES EXPRESSED BY PARTICIPANTS?

- Lots of interest in Pocket Parks & Plaza, generally, but specifically as a way to activate the parking lots along Main Street
- A desire to see more shops & restaurants in the south portion of Downtown, moving toward the river
- Interest in extending the “momentum” and interest from the core of Downtown down to Sacajawea Park
- A desire to see more Residential uses in/ around the Downtown, and particularly on infill opportunity sites

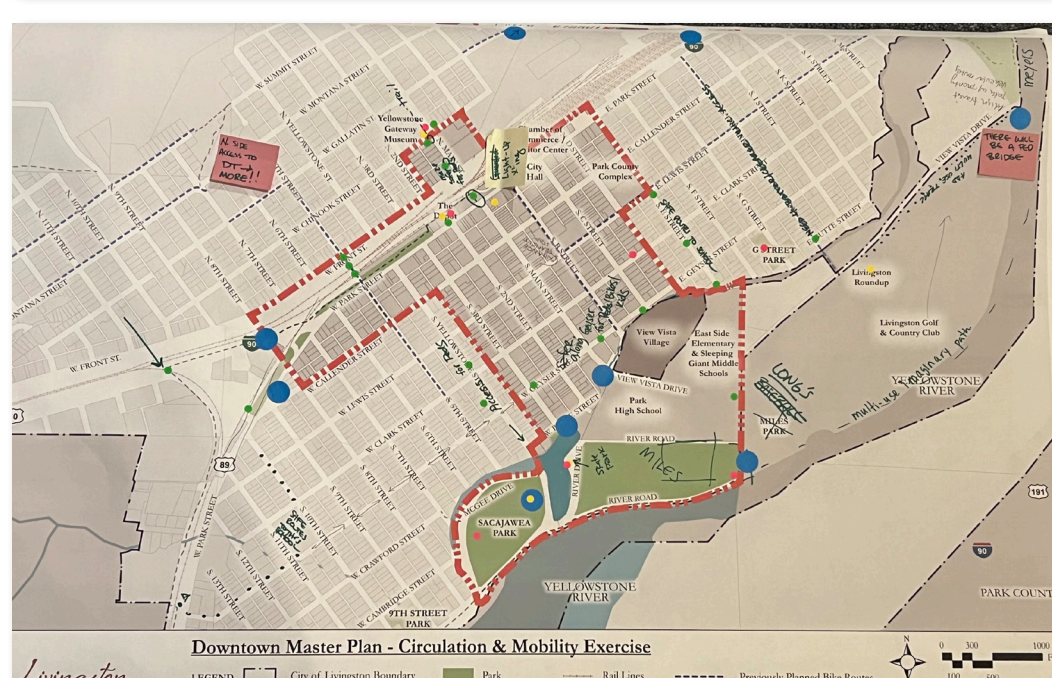


Snapshots of the results of each group's collaborative effort on the exercise!

KEY CONNECTIONS & DESTINATIONS EXERCISE

WHAT WERE SOME CONSISTENT THEMES EXPRESSED BY PARTICIPANTS?

- A lot of interest in clear Gateways into and out of Downtown -
 - Along Park Street;
 - From I-90 into Downtown;
 - At Geysler & Park Street to create a better E-W connection; and
 - To and from Sacajawea Park
- A desire for stronger, safer connections to Sacajawea Park
- Opportunities for clearer, and better access to the North Side of town



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EARLY TAKEAWAYS

COMMUNITY WORKSHOP / CHARRETTE RESULTS

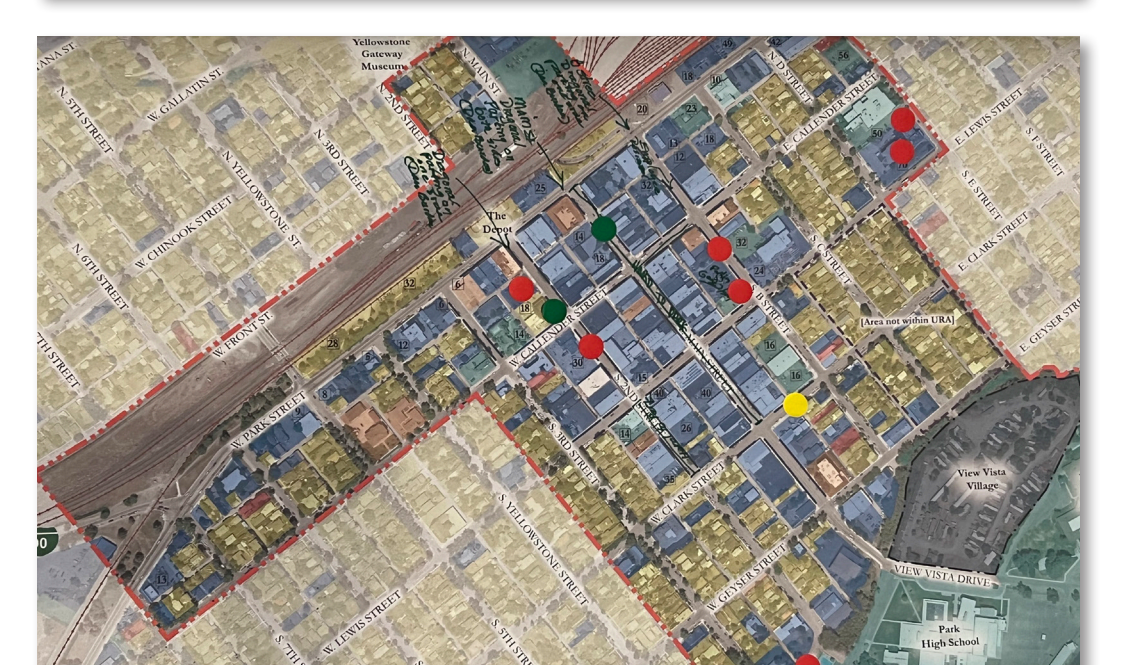
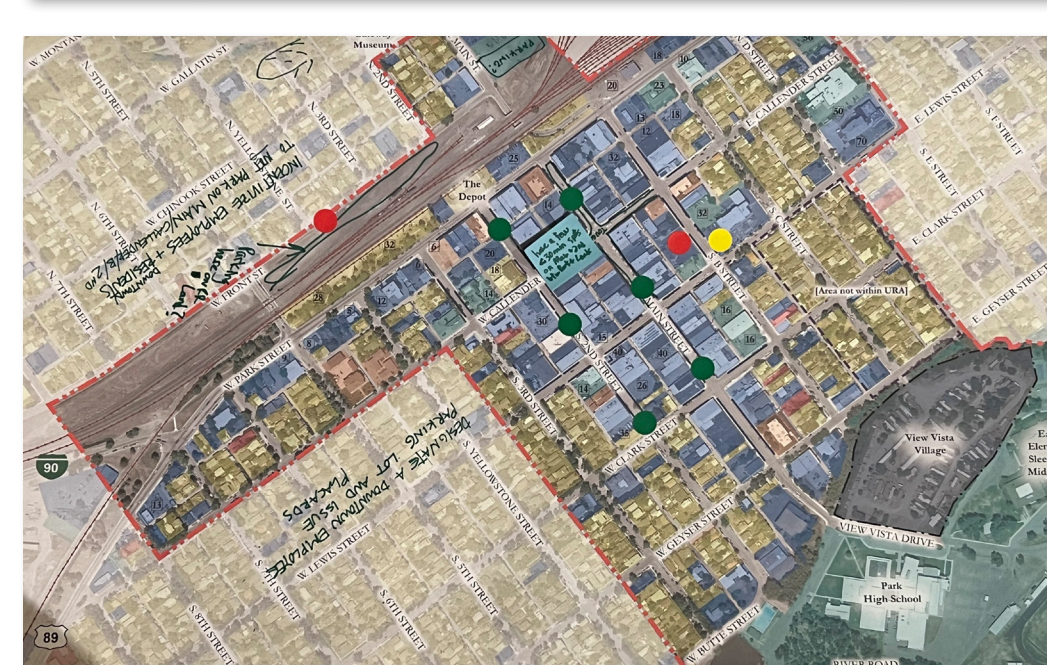
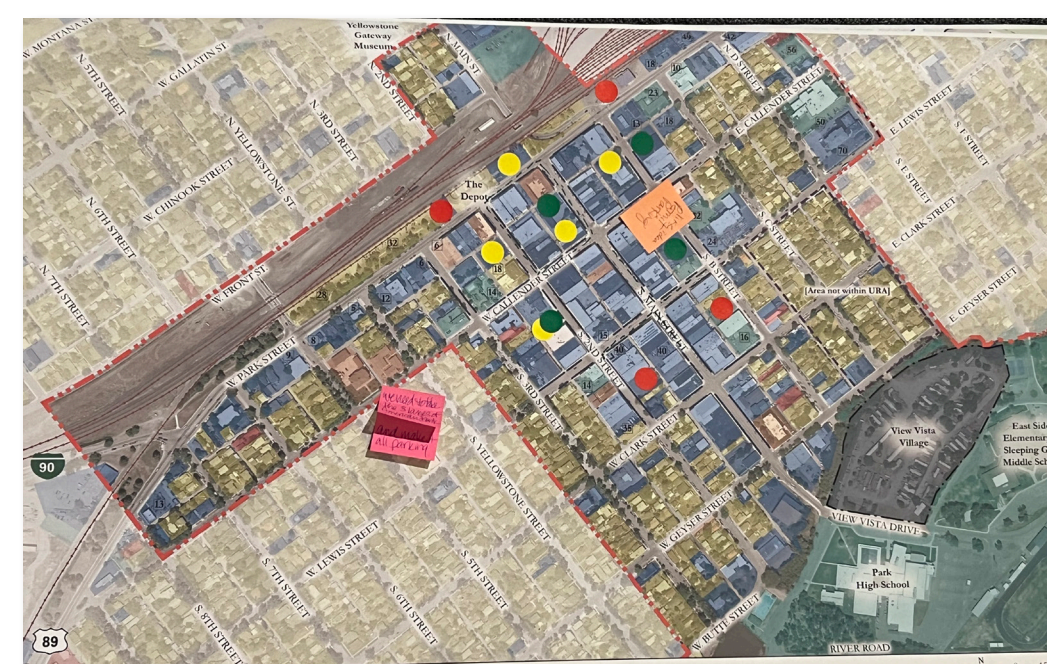
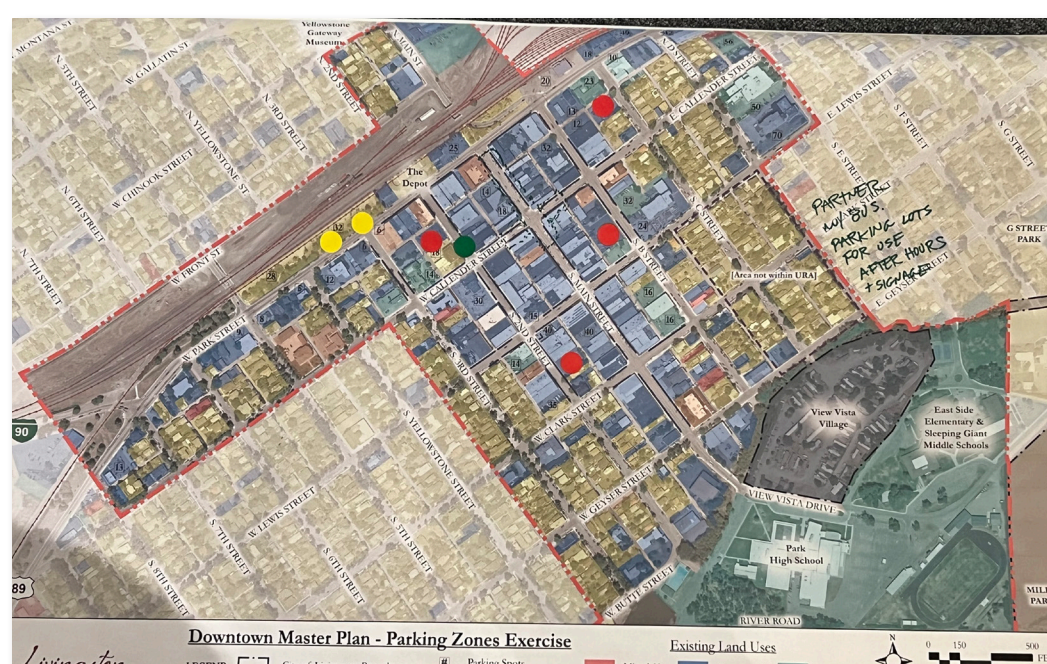
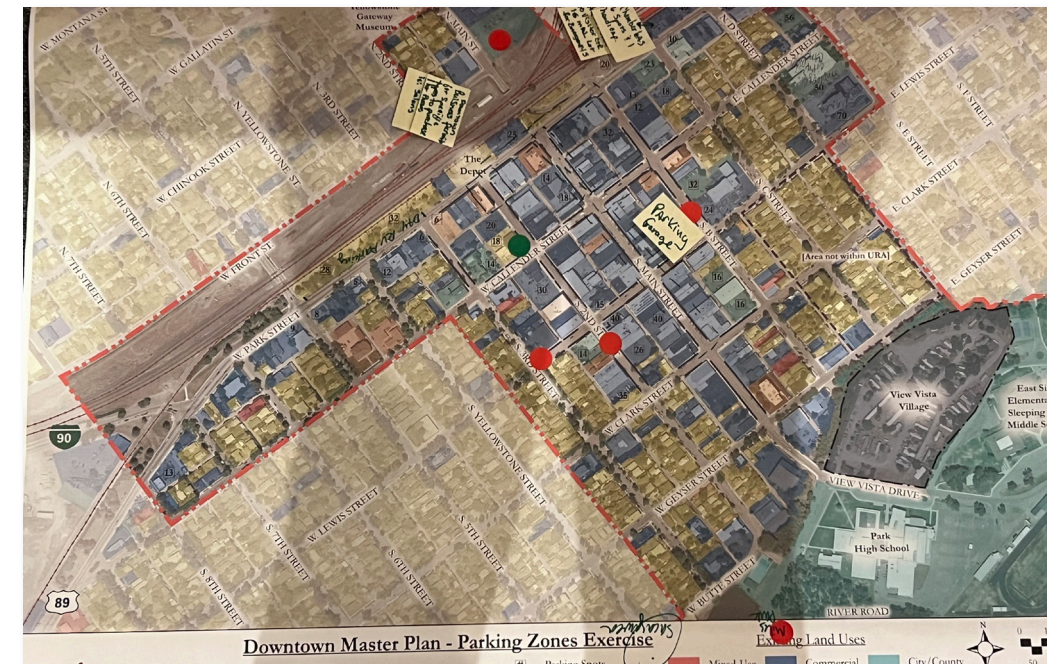
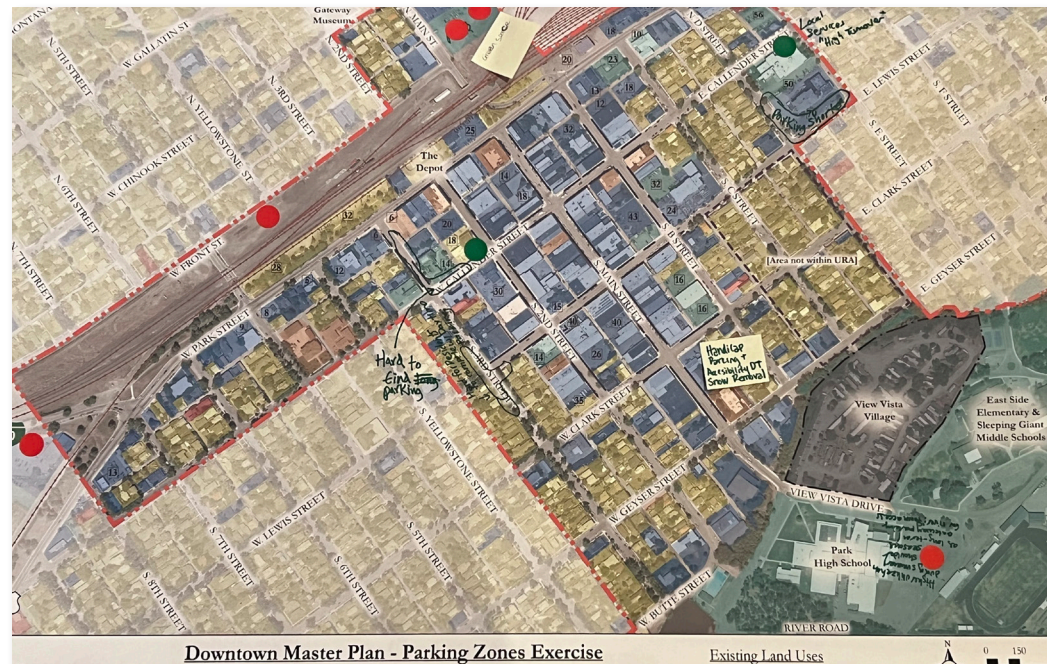
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PARKING MANAGEMENT EXERCISE

WHAT WERE SOME CONSISTENT THEMES EXPRESSED BY PARTICIPANTS?

- A noted concern with the lack of available parking on Main Street; especially in close proximity to Park Street
 - A corresponding desire to see higher-turnover, shorter-term parking spaces in those locations to make them available to business patrons
- An interest in parking spaces that allow for longer-term (3+ hour) stays; especially near The Depot & in the surface parking lots that existing in the core of Downtown

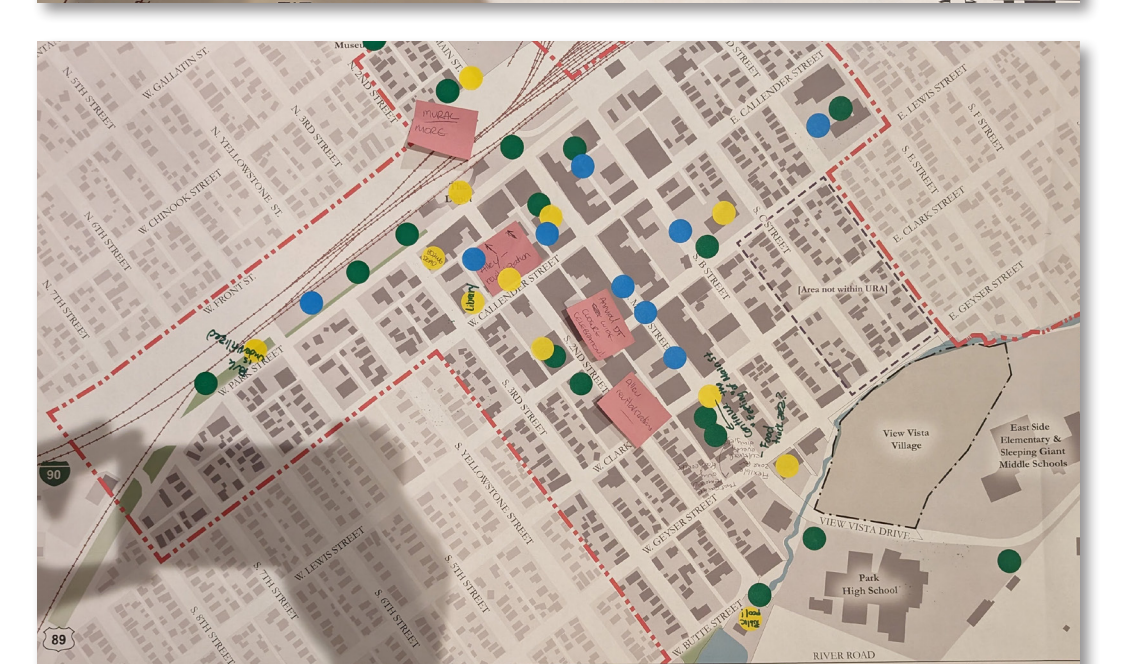
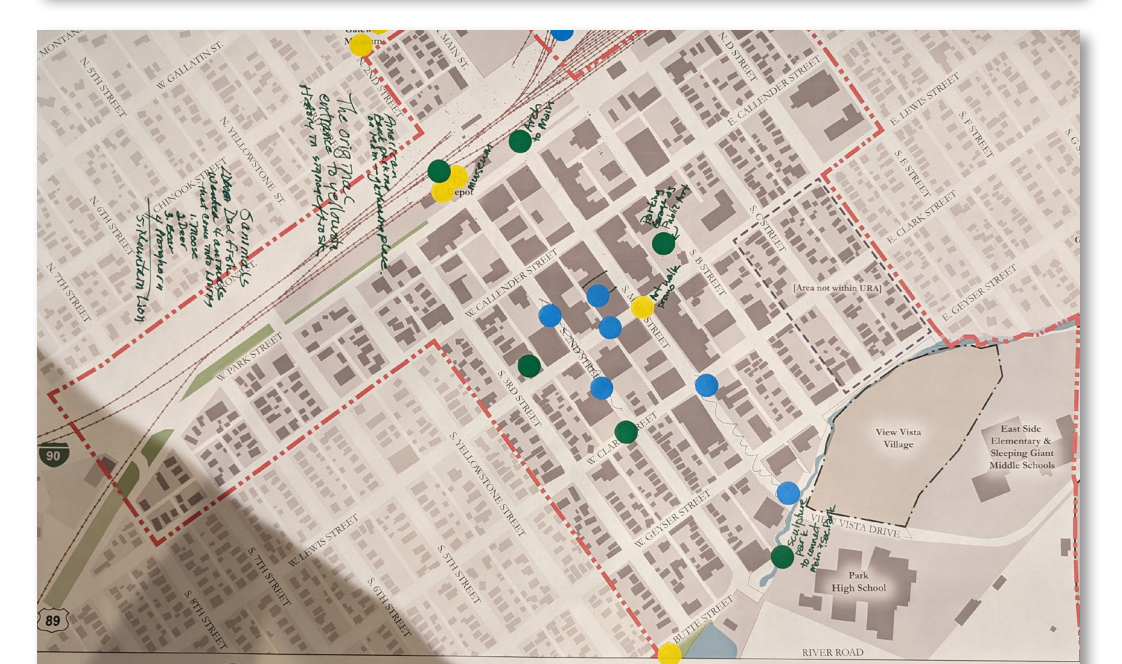
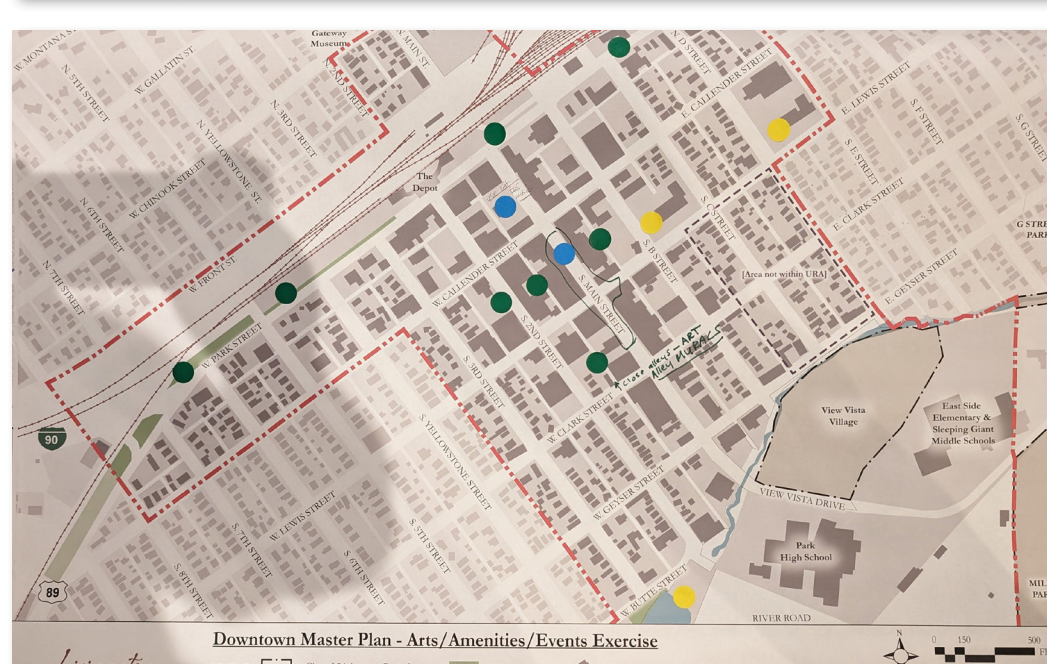
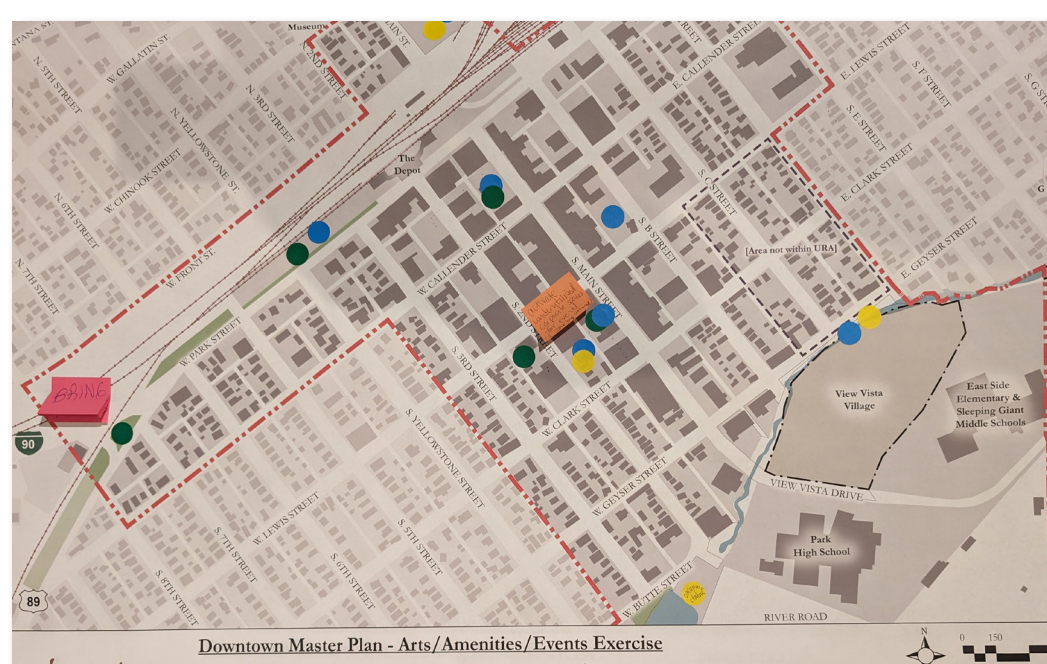


Snapshots of the results of each group's collaborative effort on the exercise!

ARTS, AMENITIES & EVENTS EXERCISE

WHAT WERE SOME CONSISTENT THEMES EXPRESSED BY PARTICIPANTS?

- A desire to use Public Art as Gateway Opportunities in and around Downtown -
 - Along Park Street - particularly at 7th & Park Street;
 - At Main Street & Park Street, as a way to make that a special gateway moment;
 - Leading from the core of Downtown to Sacajawea Park
- Lots of interest in opportunities for temporary closures & events
- A desire for better promotion of & connection to assets like The Depot & the Yellowstone Gateway Museum



Snapshots of the results of each group's collaborative effort on the exercise!