

Livingston DOWNTOWN MASTER PLAN



Business Owner Breakfast – Nov. 15, 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

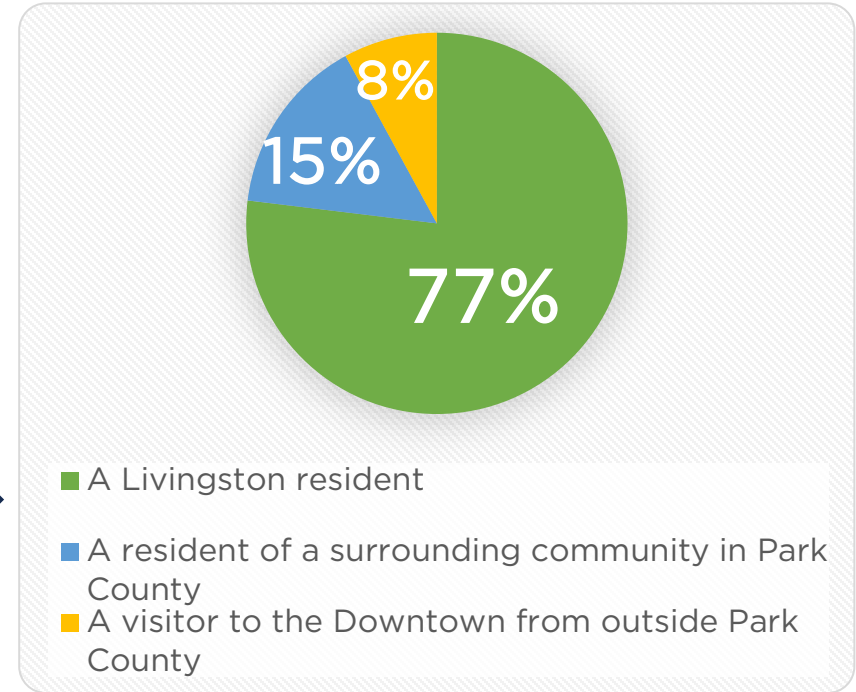
Project Schedule Livingston Downtown Master Plan	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	
Task 1: Project Kickoff & Project Management	July 2023 - May 2024											
Task 2: Existing Conditions Analysis & Preliminary Visioning	July 2023 - September 2023									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

- 
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**

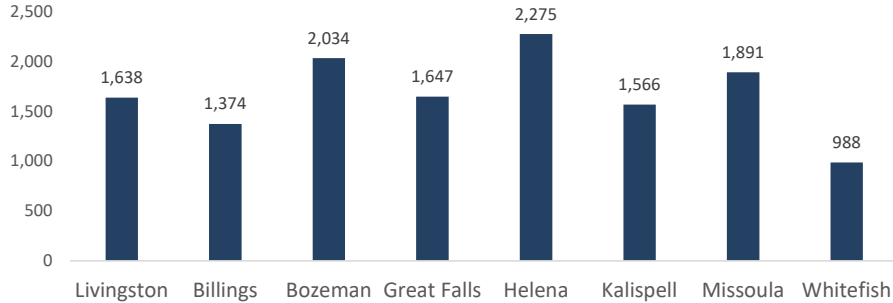
- Public Administration (505)
- Retail Trade (352)
- Education (201)
- Accommodation/Food Service (157)
- Finance/Insurance (144)



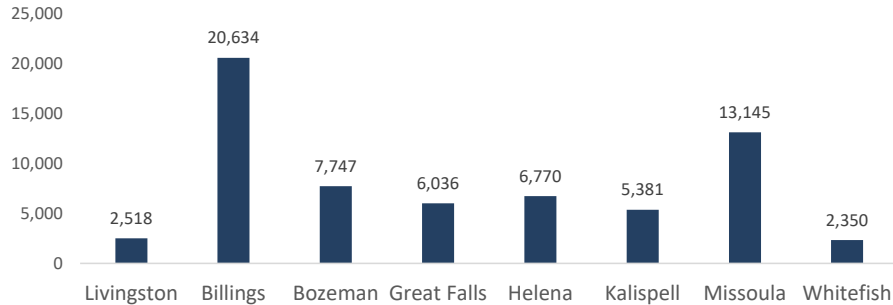
2,175 jobs in
Study Area
50% of citywide
jobs

Comparison To Peers

Households within Half Mile



Jobs within Half Mile



Visitation Trends

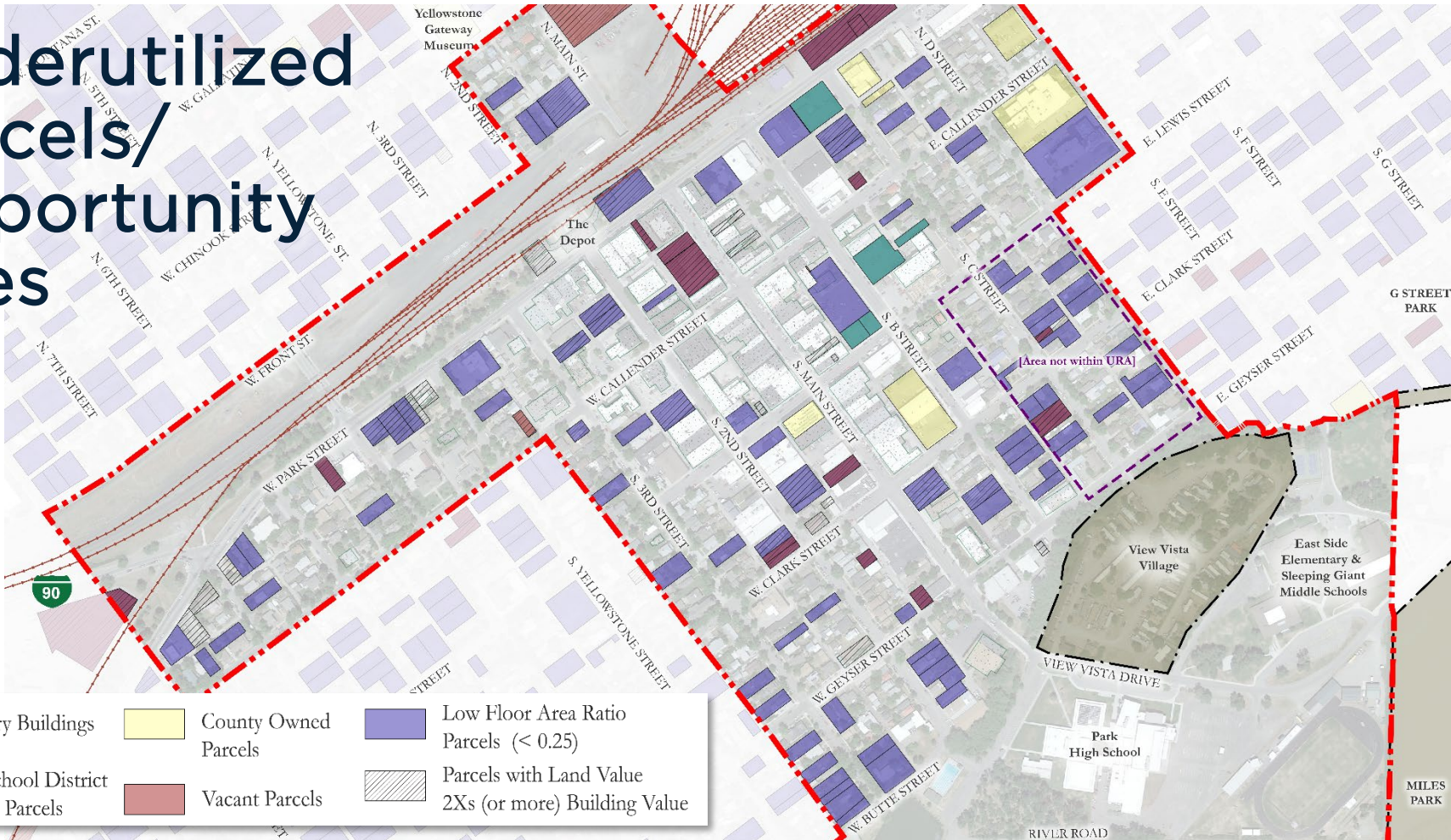
- Estimated 3,645,000 annual visitors
- 39% spend night in Yellowstone area
- Average nights spent for overnight visitors:
 - 5.8 nights
- Top Sites Visited
 - Yellowstone NP
 - Glacier NP
 - Hot Springs
 - Little Bighorn Battlefield







Lodging Tax Collected in Livingston CVB Area



Source: Institute for Tourism and Recreation Research

Underutilized Parcels/ Opportunity Sites



-  2+ Story Buildings
-  County Owned Parcels
-  Low Floor Area Ratio Parcels (< 0.25)
-  City/School District Owned Parcels
-  Vacant Parcels
-  Parcels with Land Value 2Xs (or more) Building Value

DISCUSSION

DISCUSSION

SWOT ANALYSIS

- What are Downtown Livingston's strengths (from a business owner perspective)?
- What are Downtown Livingston's weaknesses?
- What Opportunities for growth/improvement do you see for Downtown?
- What Threats to the business community are there in Downtown?
- What is the one change/improvement you most like to see in Downtown?