

DOWNTOWN MASTER PLAN



CRESCENDO

PLANNING + DESIGN



Consultant Team



Andy Rutz,
CNU-A
Principal /
Founder

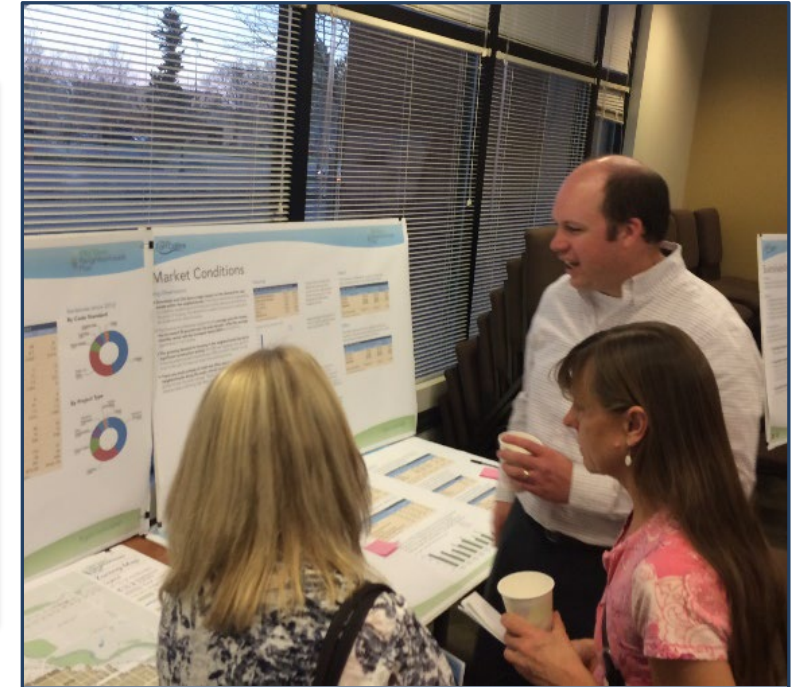
- Founded in the Fall of 2022 with a desire to work in smaller communities and better position them for implementing their visions
- Over 15 years of experience in urban design, architecture, and urban planning, including historic preservation
- Extensive downtown, streetscape work in historic communities
- Able to leverage consultant partnerships nationally, while cultivating local relationships



Consultant Team



Matt Prosser
Principal



Similar Downtown Projects

- Downtown Design Plan | Alamosa CO
- Downtown Market Analysis and TIF Strategy | Waco TX
- Downtown Housing Strategy | Billings MT
- Downtown Redevelopment Strategy | Rifle, CO
- Downtown City-owned Parcels Market Study | Parker, CO

Consultant Team



- Offices in Helena, Bozeman, and Kalispell
- Working with small to medium sized communities across the northwest
- Engineering-based planning focus

Specific Expertise:

- Long Range Transportation Plans
- Downtown Plans
- Corridor Studies
- Parking and Circulation
- Active Transportation
- Urban Street Design
- Community and Stakeholder Engagement



Master Plan Engagement

- **Most critical part of the Master Plan process**
 - Community's Plan, not our team's
- **Need to reach a diverse set of stakeholders:**
 - Local community, but also visitors & County residents
 - Stakeholder Interviews / Focus Groups
 - Business Owner's Breakfast
- **Variety of touchpoints**
 - Mix of In-Person and Online
- **Meet the Community where they are**
 - Leverage Community Events



Master Plan Elements

- **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 Schedule

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):**

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

PRELIMINARY VISION SURVEY



BOB'S

OUTDOOR

RED WING SHOES
BOB'S ARMY STORE

la SHING

YORK TEL

The MINT

AMERICAN
67°
DRIVE-IN BANKING

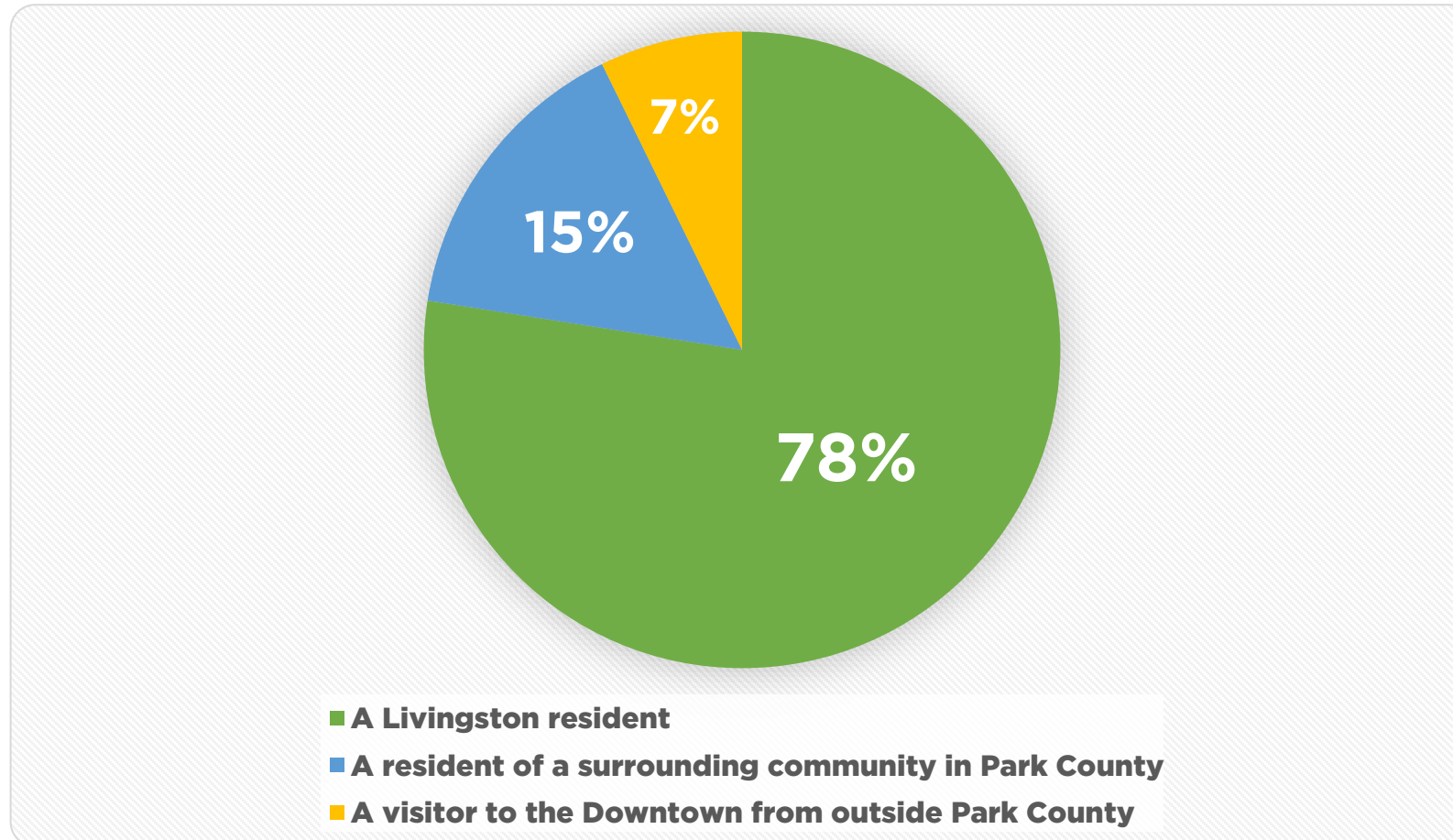
Preliminary Vision Survey

- **“Soft Launched” for about 1 month**
 - Hoping to spread the word further this week, and keep open through the month
- Applicable to **Livingston Residents, Park County Residents, and Visitors**
 - **Assessing:**
 - Frequency of Downtown visits
 - Reasons for Downtown visits
 - Asset Identification
 - One-Word Vision
 - Room for Improvement
- As of August 14th, **263 Participants**



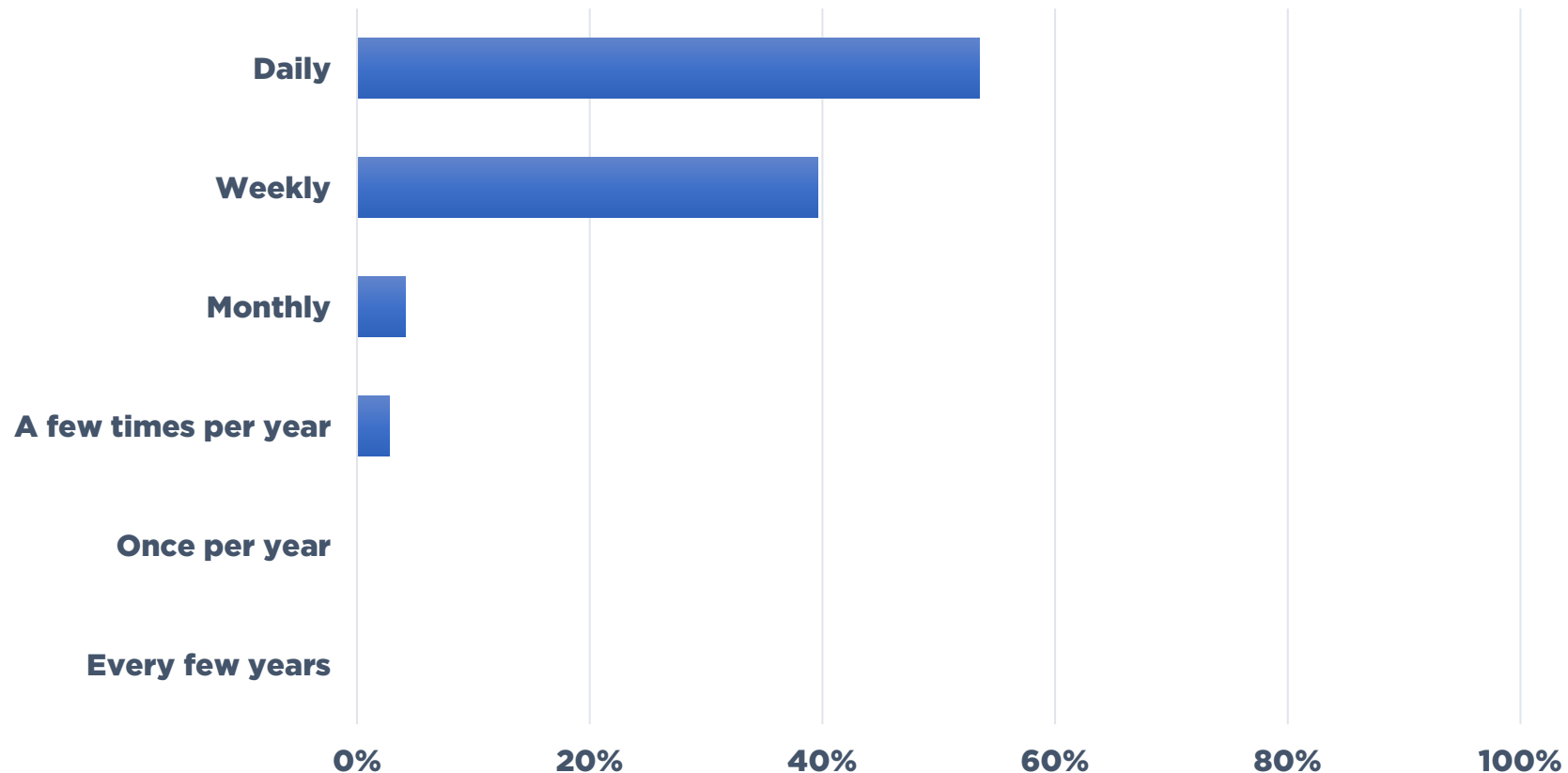
Preliminary Vision Survey – Early Takeaways

- Of the 263 Participants (so far):



Preliminary Vision Survey – Early Takeaways

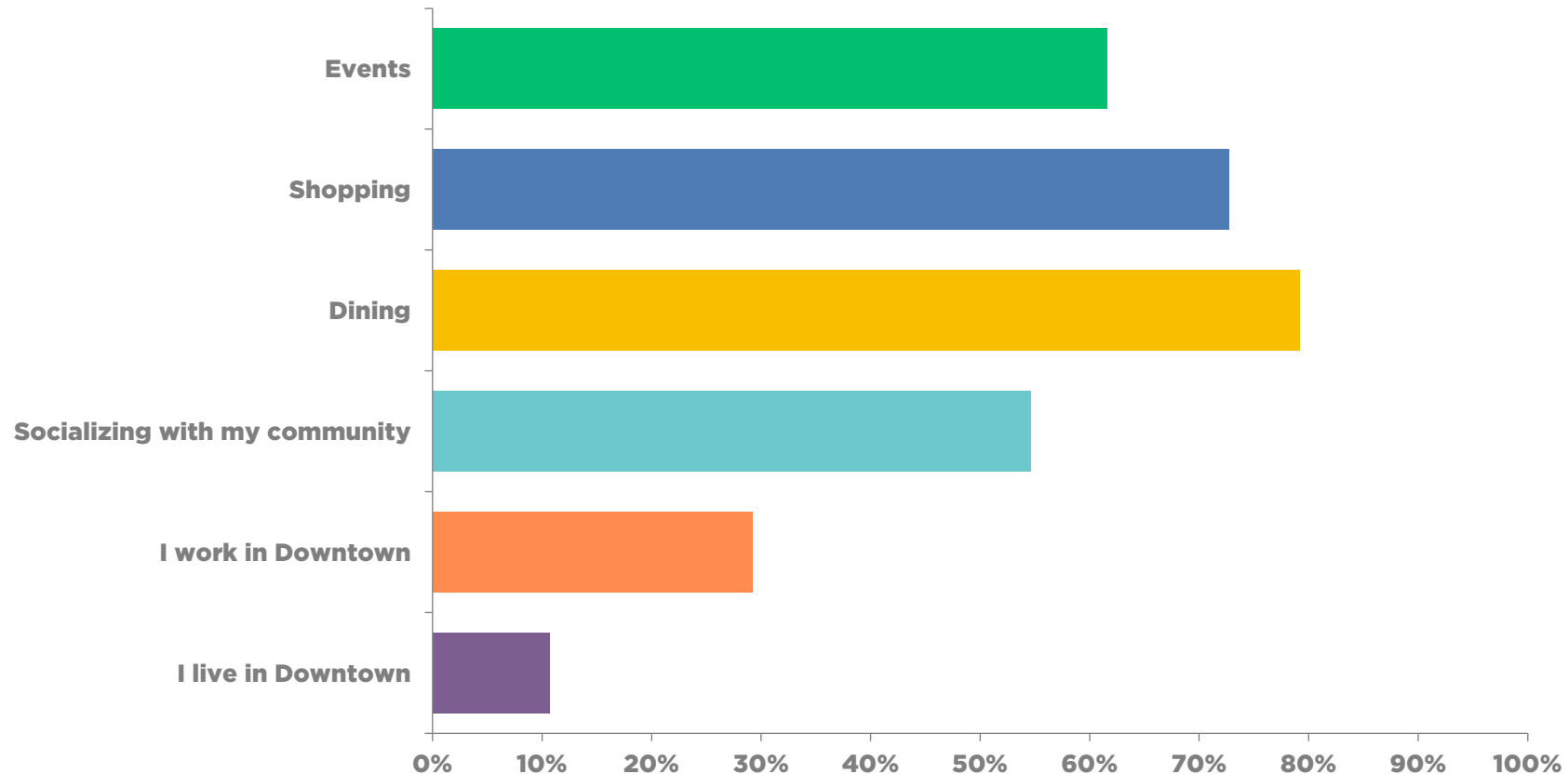
- **Residents (of Livingston and/or Park County):**
 - How often do you spend time in Downtown Livingston?



Preliminary Vision Survey – Early Takeaways

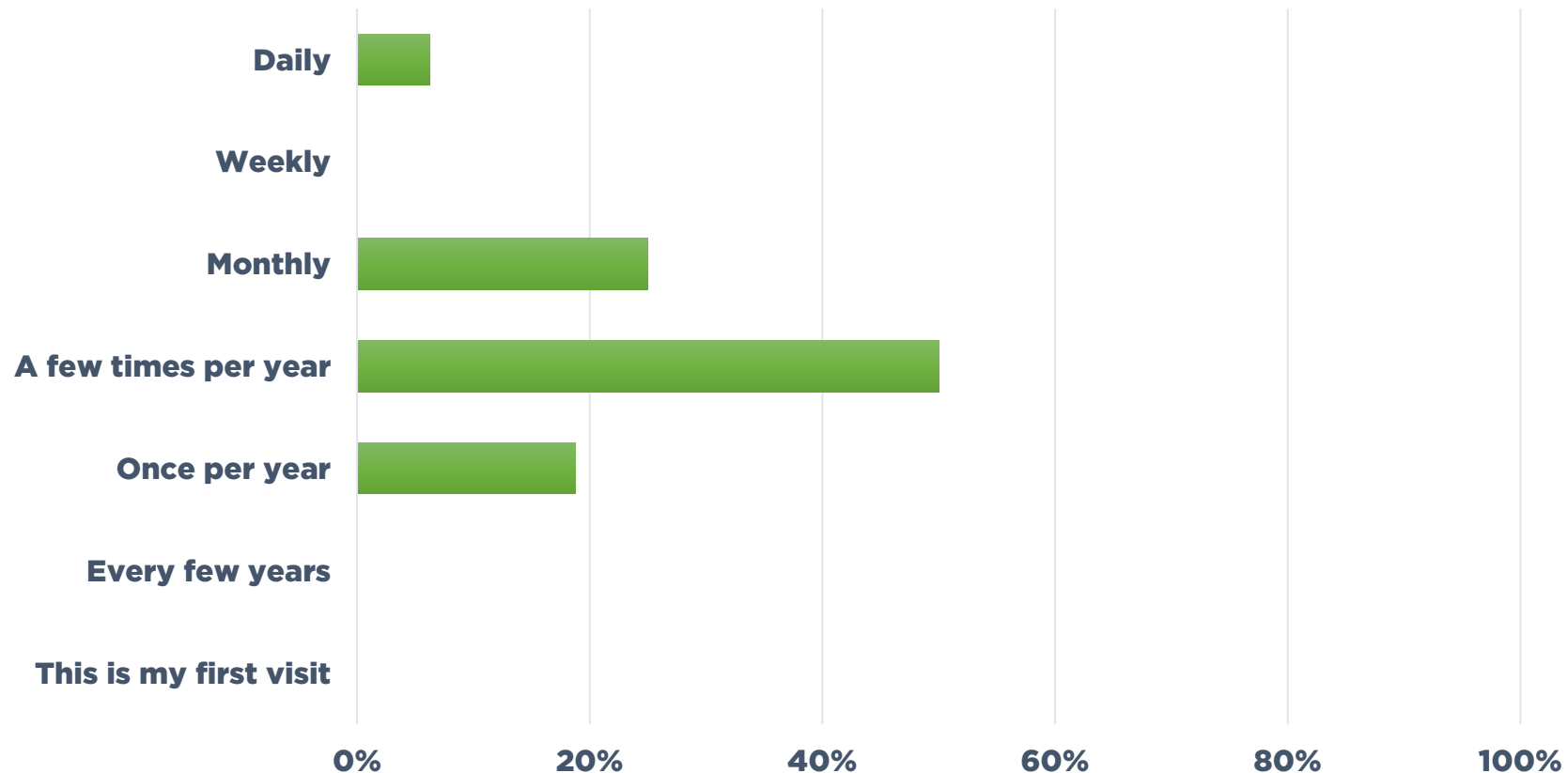
- **Residents (of Livingston and/or Park County):**

- What brings you to Downtown Livingston most often? (Select all that apply)



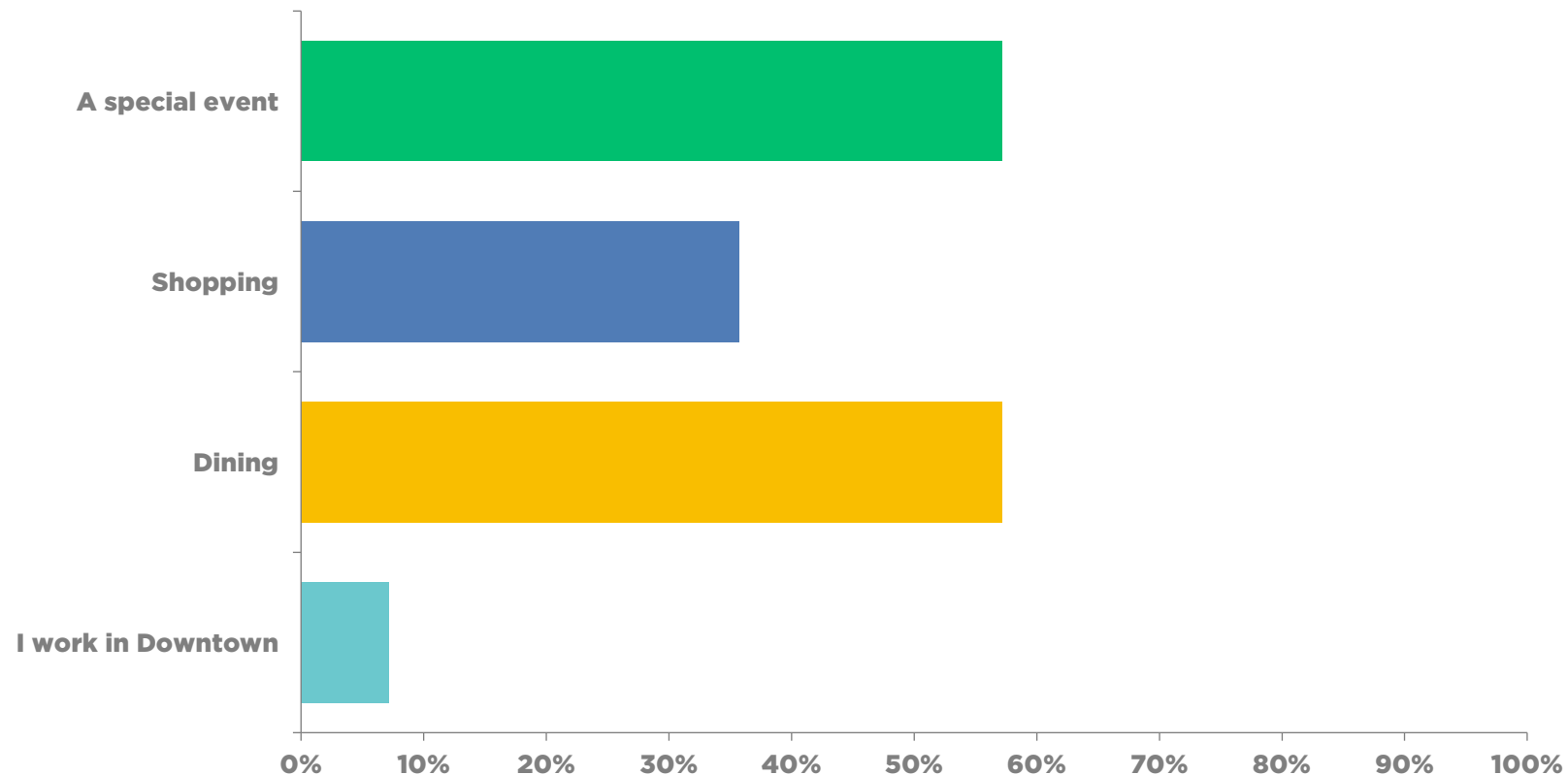
Preliminary Vision Survey – Early Takeaways

- **Visitors to Downtown Livingston from outside the County:**
 - How often do you spend time in Downtown Livingston?



Preliminary Vision Survey – Early Takeaways

- **Visitors to Downtown Livingston from outside the County:**
 - On this visit (or your most recent visit) what brings (brought) you to Downtown Livingston? (Select all that apply)



Preliminary Vision Survey – Early Takeaways

- **Residents (of Livingston and/or Park County):**
 - In one word, what is your favorite part of Downtown Livingston?

Friendly Vibe downtown Architecture Food Sacajawea **walkability** main
Character walk **History** view **community** area
Historic Quaint **charm** variety **shops** feel Main Street
unique **restaurants** Neon Parks Old Buildings Small

Preliminary Vision Survey – Early Takeaways

- **All Participants:**

- If you could improve one thing about your experience in Downtown Livingston, what would it be?

- Consistent Themes:

Parking

Safety,
especially as a
pedestrian or
cyclist

More
affordability
(housing &
dining)

Greater
variety /
diversity of
shops

More trees
and green
space

“It’s perfect
now. Don’t
screw it up!”

Preliminary Vision Survey – Early Takeaways

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

Charm small town Better parking Sustainable Keep preserve Maintain
Connected shops character historic Parking
Community Planned Vibrant accessibility
business Vibrancy Preservation Trees local art galleries inclusive