



Livingston Urban Renewal Agency Special Meeting Agenda

The regular meeting of the Livingston Urban Renewal Agency Special Meeting Committee has been scheduled for November 14, 2023 at 1:30 PM in 228 W Callender St.

1. Roll Call

URA Members in attendance at start of the meeting: Allison Vicenzi, Lisa Garcia, Rick Van Aken, Julie Evans

Staff in attendance: Planning Director Jennifer Severson

2. Approval of Minutes

4. Old Business

3. New Business

A. DOWNTOWN MASTER PLAN - ANDY RUTZ

Andy introduced himself and his role then moved into the slides he prepared for the presentation.

He first reviewed the study area for the Downtown Master Plan which matches almost identically to the URA boundary. It is recommended in late January or early February that they will come back and talk in specific focus groups. They had a very successful vision survey online with 400 people respond, with lots of open ended inputs that provided a lot of valuable information. Themes from the survey include community, historic, accessibility, and local. Vision Themes include: diversify mix of uses, strengthen connections to wealth and assets, parking for economic vitality, and arts/culture programming.

Matt reviewed Economic/Business Conditions stated 333 business say they are located downtown and that is 2,175 jobs in the downtown area. Visitation trends show and estimated 3,645,000 annual visitors, 39% spend a night in the Yellowstone area, and top sites are Yellowstone National Park, Glacier National Park, Hot Springs, and Little Bighorn Battlefield. A map was shown of Underutilized Parcels/Opportunity Sites. He went over the role of the URA in the downtown stating help identify strategies and investments to improve downtown, guide plan drafting, determine role in implementing the plan, and help implementing the plan. He briefly went over some common URA Programs: large project gap financing/closure, streetscape/public realm improvements, façade improvements, building rehabilitation/ code compliance, site demolition clean up, land acquisition, placemaking improvements/ programs, incentivizing community benefits, property and business loan funding, utility infrastructure improvements and marketing/branding events.

Matt lead the discussion with URA directly about their vision for downtown. Julie started she loves that everyone is local and loves not see the national chains in the downtown here. That is her vision to see in 20 years the uniqueness stays and the non-corporate big box retail. She would like it to continue to be all inclusive and affordable for locals to stay.

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Rick stated his vision for 20 years is that downtown will be made up of more people living downtown, and feels developing workable parking is important for the area, but don't want a large parking structure. He would like to keep it as natural as possible with flowers and trees.

Lisa stated her vision is a downtown that is easy to access and that is inviting and easy to stick around in. Place making is important so really giving is spaces and things that keep people in the downtown area at all times of day.

Allison stated her vision is to have a place you can belong in as a maker or citizen consumer. She feels we have a lot of underutilized vacant spaces, and some good potential parking areas. There is a lot of potential to for building to have store fronts at ground level and housing above. She would like to see higher paying jobs downtown and more of them. Support for small local business such as space, workforce housing, and also getting the community involved in the downtown area were topics of importance for Allison. She said big picture she would like to see the URA own land or at least develop it in a beneficial way.

Matt asked the URA what would be the one most needed improvement or addition.

Allison stated activating underutilized vacant spaces in a beneficial way to the community.

Matt then asked what is needed and what do they need to fill the spaces with.

Allison stated we have a lot of commerce it would be space to go to, or hang out, or contribute that make downtown friendly.

Lisa agreed with Allison and wants people to recognize downtown is more than just Main St.

Rick feels the most needed improvement is would be parking, and it seems not used well by business owners and customers downtown.

Julie expressed one thing most needed is something that is for everybody such a place to hang out that is not a bar or a restaurant, and don't have to spend a ton of money to be there.

Matt and Andy went over what URA districts do in other places. This moved into an overall open discussion between URA, Downtown Master Plan Consultants, and City Staff

5. Public Comments

6. Board Comments

7. Adjournment

3:02pm Rick motioned to adjourn the meeting seconded by Lisa. Unanimously approved.



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

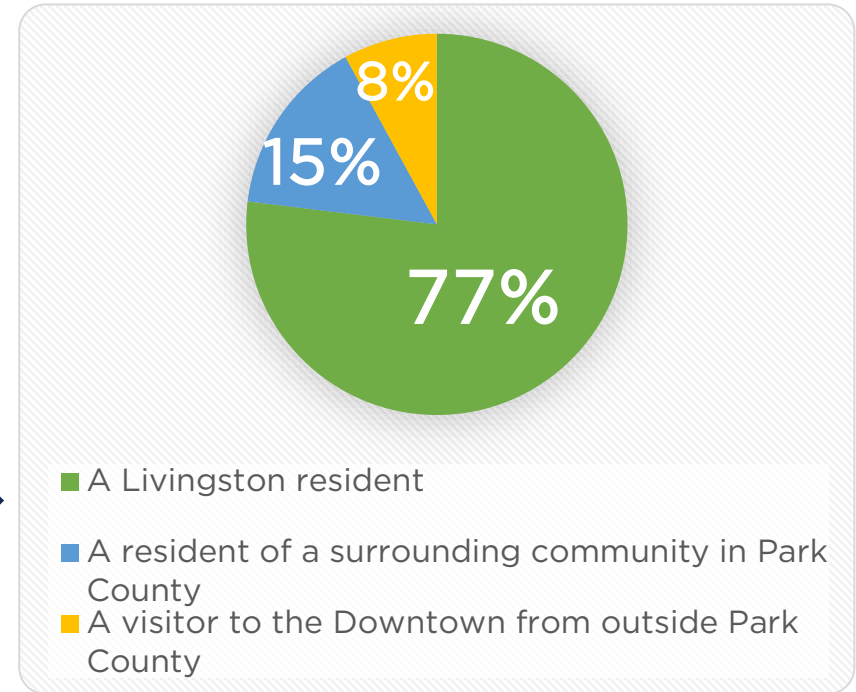
Project Schedule Livingston Downtown Master Plan	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24
Task 1: Project Kickoff & Project Management	July 2023 - May 2024										
Task 2: Existing Conditions Analysis & Preliminary Visioning	July 2023 - September 2023										
Task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

- 
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**

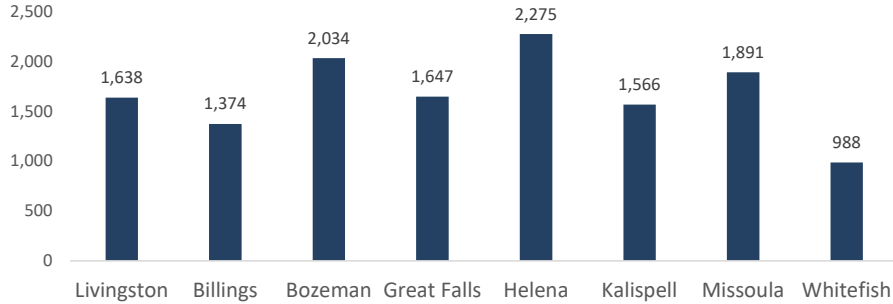
- Public Administration (505)
- Retail Trade (352)
- Education (201)
- Accommodation/Food Service (157)
- Finance/Insurance (144)



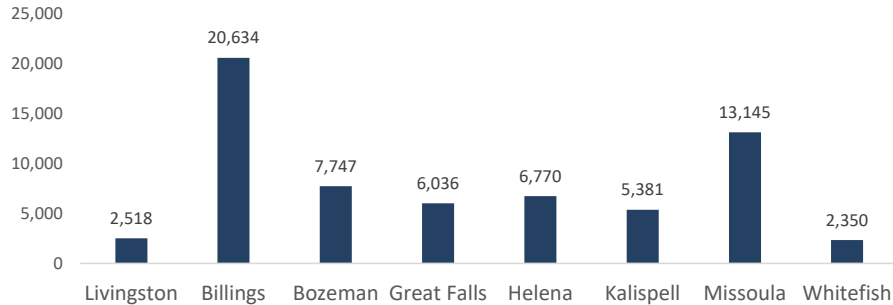
2,175 jobs in
Study Area
50% of citywide
jobs

Comparison To Peers

Households within Half Mile



Jobs within Half Mile



Visitation Trends

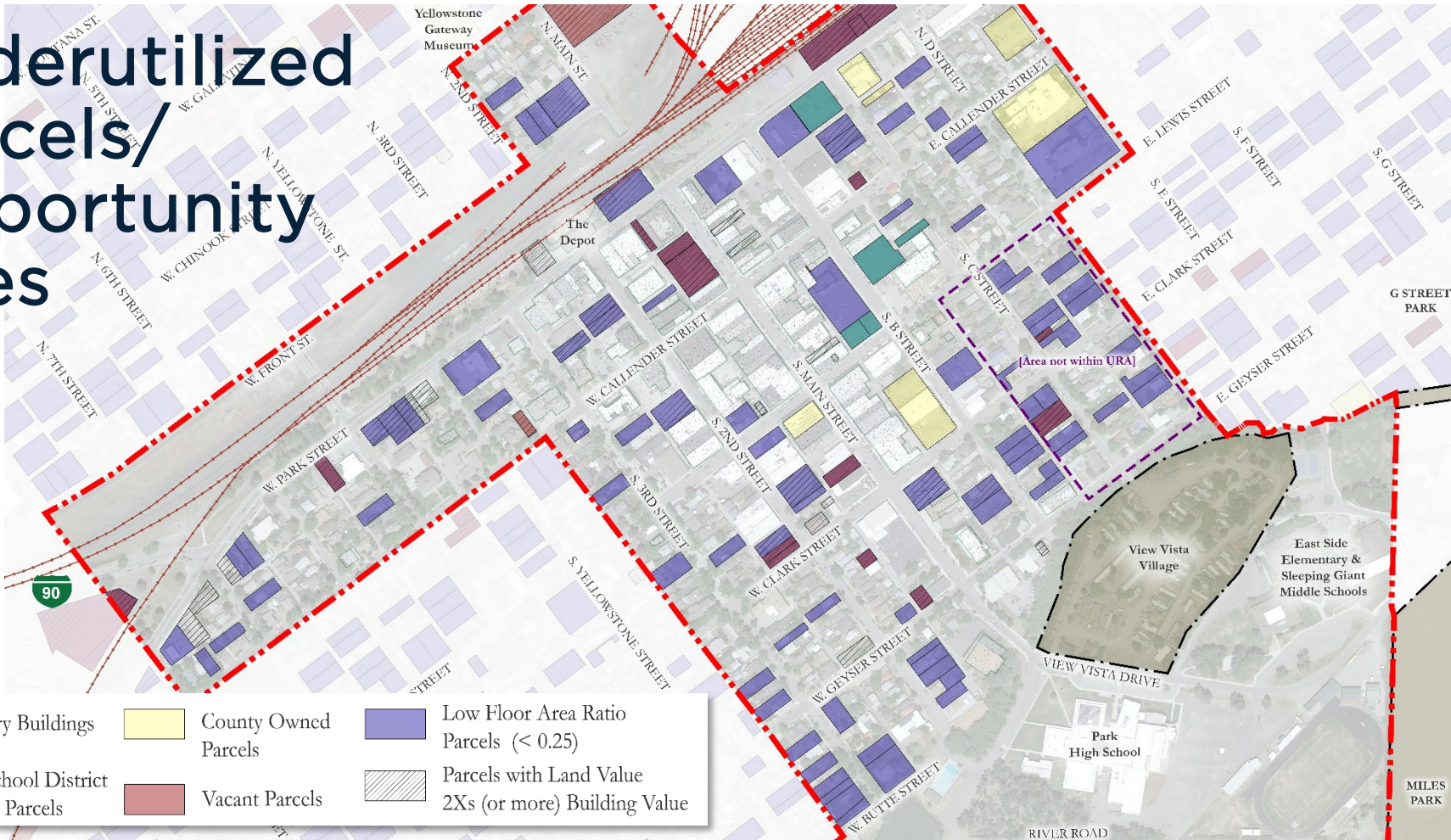
- Estimated 3,645,000 annual visitors
- 39% spend night in Yellowstone area
- Average nights spent for overnight visitors:
 - 5.8 nights
- Top Sites Visited
 - Yellowstone NP
 - Glacier NP
 - Hot Springs
 - Little Bighorn Battlefield







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

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)