

**DOWNTOWN
REVITALIZATION PLAN
AND GROWTH POLICY
UPDATE 2023-2024**



MONTANA MAIN STREET (MMS) PROGRAM

- Established in 2005
- Currently serving 37 communities across Montana
- Collaborative effort between the Community MT Division and Montana Office of Tourism at the Montana Department of Commerce
- Helps communities strengthen and preserve their historic downtown commercial districts by focusing on economic development, urban revitalization, and historic preservation through long-range planning, organization, design, and promotion.

FOUR POINT APPROACH TO DOWNTOWN REVITALIZATION

—————
ECONOMIC VITALITY

DESIGN

PROMOTION

ORGANIZATION

GOALS:

- Preserve and promote Montana historic and cultural resources
- Promote long-term planning for revitalization success
- Organize efforts and coordinate conversations between and within Montana communities
- Support economic, community, and tourism development to facilitate a comprehensive sense of place
- Enable small business owners to succeed by creating vibrant and healthy downtown districts

Red Lodge has been a MMS affiliate member since 2016

DOWNTOWN REVITALIZATION PLAN (DTRP)

What is a DTRP?

A Downtown Revitalization Plan is a strategy that aims to improve the economic, physical, and social aspects of a downtown area. It is implemented by local governments or business associations to attract more businesses, residents, and visitors to the area. The plan may include initiatives such as improving public spaces, providing incentives for businesses to move into the area, and creating affordable housing options. The goal is to create a vibrant and thriving downtown area that benefits both residents and visitors alike.

ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district area apart.

PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

GROWTH POLICY (GP)

WHAT IS A GP?

A Growth Policy (GP) is a guide used to make decisions about a community's future, specifically regarding land use, infrastructure, and services. Essentially, a GP is a long-range plan, or "master plan", meant to help guide new development and identify projects and programs that need attention and financial support.

HOW IS IT UTILIZED?

A GP is not a regulatory tool or document and cannot be used solely to make decisions on proposed land use projects or development. But it is the necessary foundation for all land use regulations, including subdivision regulations and zoning.

WHAT DOES IT INCLUDE?

This document will evaluate the City's existing conditions, identify trends, and provide realistic goals and an action plan to improve economic development, local services, public safety, housing, land use, natural resources, and other issues identified by residents and local government officials.

HOW IS IT DIFFERENT FROM A DTRP?

BOTH ARE "MASTER PLANS" OR "COMMUNITY PLANS" BUT THE GP IS GUIDED BY STATE STATUTE AND LOOKS AT THE VISION OF THE ENTIRE COMMUNITY. THE DTRP IS GUIDED BY THE MMS PROGRAM AND LOOKS CLOSER AT THE DOWNTOWN OR "MAIN STREET" AREA, MORE SPECIFICALLY COMMERCIAL DEVELOPMENT AND PLANNING.

GROWTH POLICY STATE STATUTE

STATUTORY REQUIREMENTS FOR THE GP

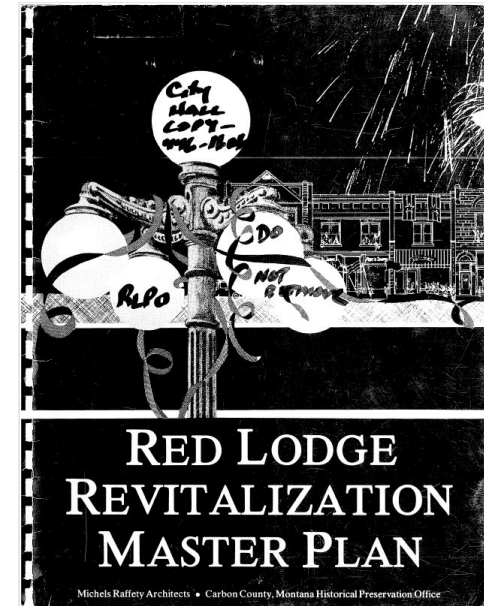
The growth policy statute, MCA 76-1-601, identifies the minimum content that must be included in your Growth Policy document. **The statute does not define the level of detail to which each element must be described.** Depending upon the issues faced by each individual community, some topics will be more important and further elaborated on than others.

REQUIRED ELEMENTS:

- Goals and objectives
- Maps and narrative describing the City
- Future trends and potential changes
- Description of the projects, policies, and regulations that might be used to achieve the goals and objectives
- Description of the community's strategy for developing, maintaining, and replacing public infrastructure
- Implementation strategy or "action plan" that includes:
 - Schedule for implementing the growth policy
 - Identifying the conditions needed to revise the growth policy
 - Schedule for reviewing the growth policy at least once every five years
- Explanation of how the City and County will coordinate efforts
- Explanation of how the City will evaluate and make decisions on proposed subdivisions with respect to impacts on agriculture, agricultural water user facilities, local services, natural environment, wildlife and wildlife habitat, and public health and safety (criteria in statute)
- Explanation of how public hearings on proposed subdivision will be conducted
- Evaluation of the potential for fire and wildland fire
- Optional content can include things such as a neighborhood plan, housing plan, capital improvement plan, parks and trails plan, etc

WHY UPDATE THE DTRP AND GP?

- DTRP WAS PREPARED IN 1986, WITH AN UPDATED ASSESSMENT AND ACTION PLAN IN 2006
- GP WAS UPDATED IN 2020, INCLUDING ACTIONABLE GOALS FROM 2015
- OPPORTUNITY TO UPDATE BOTH DOCUMENTS SO THEY WORK TOGETHER TO SUPPORT THE CITY'S VISION FOR THE FUTURE AND INCLUDE ACTIONABLE GOALS AND OBJECTIVES
- IN 2022, THE CITY APPLIED FOR A MMS GRANT TO UPDATE BOTH THE DOWNTOWN REVITALIZATION PLAN AND GROWTH POLICY
- MMS GRANT WAS AWARDED IN MARCH 2023 AND INCLUDES AN AWARD OF \$37,500 WITH A \$16,500 MATCH, TOTALING \$54,000



2020 Red Lodge Growth Policy

Adopted by City Council September 8, 2020

Red Lodge City Council

Bill Larson, Mayor; Dave Westwood, Chair of Council; Micah Hoffman, Thomas Lyman, Glory Mahan, Rob Weaner

Red Lodge City Planning Board/Zoning Commission

Sandy Corliee, President; Al Bloomer, Vice-President; Jeff DiBenedetto, Susan Folsy, Polly Richter, Warene Wall, Dave Westwood

Maps by Mapmuralis©
Tom Kohley

The City of Red Lodge, Montana. USA

CREATING A VISION FOR RED LODGE

GUIDING PRINCIPLES FOR UPDATING THE DTRP AND GP:

COMPREHENSIVE A single project cannot revitalize or progress a community. An ongoing series of initiatives is vital to build community support and create lasting progress.

INCREMENTAL Small projects make a big difference. They demonstrate that “things are happening” and hone the skills and confidence the community will need to tackle more complex projects.

SELF-HELP The State can provide valuable direction and technical assistance but only the local leadership can breed long-term success by fostering and demonstrating community involvement and commitment.

PUBLIC/PRIVATE PARTNERSHIP Every community needs the support and expertise of both the public and private sectors. For an effective partnership, each must recognize the strengths and weaknesses of the other.

IDENTIFYING AND CAPITALIZING ON EXISTING ASSETS Unique offerings and local assets provide the solid foundation for a successful community plan.

QUALITY From storefront design to special events, quality must be the common thread.

CHANGE Changing community attitudes and habits is essential to actualize a community vision. Thoughtful planning will help shift public perceptions and practices to support and sustain efforts.

ACTION-ORIENTED Frequent and visible changes in the look and activities within the community will reinforce the perception of positive change. Small but dramatic improvements early in the process will remind your residents that a larger community effort is underway.

SPECIFIC CONSIDERATIONS FOR RED LODGE



TIMELINE

JULY-AUGUST 2023

STAKEHOLDER
ENGAGEMENT AND
OUTREACH



SEPTEMBER-OCTOBER 2023

STAKEHOLDER
ENGAGEMENT AND
OUTREACH
DRAFT PLANS



NOVEMBER-DECEMBER 2023

DRAFT PLANS
PUBLIC REVIEW AND
COMMENT



JANUARY-FEBRUARY 2024

PUBLIC REVIEW AND
COMMENT
FINAL PLANS
PROJECT
COMPLETION/PLAN
ADOPTION

STAKEHOLDER ENGAGEMENT

WHAT IS A “STAKEHOLDER”?

A STAKEHOLDER IS A PERSON, GROUP, OR ORGANIZATION WITH AN INTEREST OR CONCERN IN THE DECISIONS OR OUTCOMES OF A PROJECT, INITIATIVE, OR POLICY.

WHO ARE POTENTIAL STAKEHOLDERS?

COUNCIL MEMBERS, ADVISORY BOARD MEMBERS, CHAMBER OR BUSINESS GROUPS, BUSINESS OWNERS, AND RESIDENTS

HOW CAN STAKEHOLDERS BEST SERVE THE DTRP AND GP UPDATE PROJECT?

ORGANIZING INTO SMALLER WORKGROUPS OR SUB-COMMITTEES, FOCUSED ON SPECIFIC TASKS RELATED TO EACH PLAN/DOCUMENT

POTENTIAL WORKGROUPS/ SUB-COMMITTEES

- HISTORY/RESEARCH
- ANALYSIS
- VISION/GOALS
- OUTREACH
- COMMUNITY DESIGN

COMMUNITY OUTREACH



Survey



Open house



Website



**Social media
(posts and ads)**



Newspaper



**Text
notification**



Other ideas?

NEXT STEPS

ORGANIZE WORKGROUPS/SUB-COMMITTEES

RECRUIT STAKEHOLDERS FOR VOLUNTARY PARTICIPATION IN WORKGROUPS OF INTEREST



REVIEW CURRENT DTRP AND GP DOCUMENTS

REVIEW CURRENT DOCUMENTS AND IDENTIFY TOPICS THAT ARE IMPORTANT FOR INCLUSION IN THE UPDATE AND AREAS THAT NEED IMPROVEMENT FOR MORE INFORMATION



SCHEDULE A WORK SESSION

NEXT WORK SESSION WILL FOCUS ON A DRAFT SURVEY AND OTHER OUTREACH IDEAS
THIS WORK SESSION COULD INCLUDE ALL STAKEHOLDERS OR SPECIFIC WORKGROUPS