

## Helena, MT

### Downtown Vision & Urban Renewal District Plan

#### Planning Process | Mar 2020 – Aug 2020

- Assessed market, redevelopment opportunities, and potential for activation of an underutilized street—Cruse Avenue. Presented alternatives in virtual charrettes to gather community feedback and input.
- Performed blight analysis for mall area.
- Interviewed over 30 stakeholders.
- Identified best-practices for Redevelopment Agency Structures across Montana.

#### Outcome | Strategic Recommendations

- Reposition Cruse Avenue as an active transportation corridor. Provide for appropriate street massing with residential uses synergistic with the historic downtown.
- Assisted the City through the process of establishing the Urban Renewal District so the City can use tax increment for public infrastructure and façade improvements.
- Identified regional indoor mall as blighted.
- Created urban renewal plan.
- Created a Redevelopment Agency Plan that provided leadership structure to oversee the three Urban Renewal Districts in the City.



#### Background

The city of Helena, Montana comes from a rich history of the West. With the boom of the gold strike in the late 1800's, Helena began to grow as several hundred businesses established themselves and several thousands of people decided to settle in the city. Today, the city grows annually, attracting more people, businesses, and tourists, acquiring the reputation of the fastest growing city in Montana.

#### Reference

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