



Helena has an extensive trade area with a large high-income, well-educated population. The retail market analysis found Downtown has, conservatively, an existing demand for up to 142,900 square feet of retail developing producing up to \$41.4 million in sales. By 2020, this demand will likely generate up to \$46 million in gross sales which could be absorbed by existing businesses and/or the opening of 45-60 new stores and restaurants.

The Guiding Principles, Downtown Framework, and Implementation Actions form the vision for Downtown Helena and should be used to guide growth and investment in Downtown Helena over

the next 20 years. The Implementation Actions require a diverse range of policy actions, physical changes, and marketing steps to support future growth and development in Downtown Helena. These actions will need the collective leadership of the Helena Business Improvement District, Downtown Helena, Inc., and the City of Helena along with strong support from partnering organizations for Downtown Helena to reach its potential.



The Downtown Helena Master Plan

is the story of a grass roots effort to define, understand, and capture opportunities for the Downtown and the greater Helena community. The Master Plan is an exciting glimpse into the future, and will help Downtown Helena build on past success, leverage its unique sense of place, and prepare for new opportunities to achieve the best potential for this magnificent place.

The Master Plan:

- provides a tool for guiding Downtown economic growth;
- reaffirms Downtown's role in the community;
- guides decision-making for public improvements, private investments, and changes to existing regulations;
- anticipates foreseeable development opportunities; and,
- provides a clear path for leadership to implement the Plan.

Downtown as a **BRAND**

- ▶ Create one strategy for all of Downtown
- ▶ Prioritize aesthetics and maintenance to create a high-quality shopping district
- ▶ Create a high-quality downtown experience

Capitalize on **HISTORIC** Assets

- ▶ Update historic resource inventories
- ▶ Promote historic preservation and context-sensitive design

Update and Manage **INFRASTRUCTURE** Assets

- ▶ Manage parking to add convenience and encourage desired land uses
- ▶ Proactively invest in Downtown infrastructure that supports new development

Create a Dynamic **ENVIRONMENT**

- ▶ Revise the Downtown development code to facilitate good urban design and stimulate development
- ▶ Promote redevelopment of underperforming properties
- ▶ Create a public market that brings unique options for food into Downtown
- ▶ Encourage Downtown Housing

CONNECT Downtown

- ▶ Increase transit options
- ▶ Invite visitors to explore Downtown by improving access and circulation
- ▶ Optimize pedestrian connectivity
- ▶ Develop a comprehensive bike network
- ▶ Improve vehicle circulation and access to increase retail viability

The Master Plan represents a community-based planning effort. The process engaged a wide range of stakeholders, business leaders, and the general public to create a plan with strong buy-in and support from the community.