

Discussion Topics: Review/Update Priorities

GOALS	OBJECTIVES	2017 PRIORITY (High, Med., Low)	AVERAGE PRIORITY FOR 2020
Goal #1: Emphasize the District's Historic Importance	G1.1. Promote the railroad depot area as a defining feature of the District.	High	High
	G1.2. Review and update as needed the 2003 Architectural Guidelines and formally adopt as guidelines	High	High
	G1.3. Work with the BNSF and others to pursue how best to highlight the railroad's historic importance and unique potential for observing railcar operations from the depot area.	Medium	Medium
	G1.4. Develop interpretive signage with a consistent appearance.	Medium	Medium
	G1.5. Retain and restore/rehabilitate historic buildings and other historic features such as brick paving, fencing, and lighting.	Low	Low
	G1.6. Develop and market programs and activities that incorporate education on the area's historic importance.	Low	Low
	G1.7. Develop an image "brand" for the District, based on its distinctive character and history.	High	Medium
Goal #2: Increase Property Utilization and Function	G2.1. Provide technical assistance and planning to identify vacant and underutilized properties for redevelopment.	Low	Medium
	G2.2. Provide for a mix of uses within the District.	Medium	Medium
	G2.3. Strive for neighborhood commercial options—places to shop and eat within walking distance of work, schools, and homes.	Medium	High
	G2.4. Provide for a variety of residential housing, including affordable workforce housing and special needs housing.	Low	Medium
	G2.5. Prepare properties for redevelopment by facilitating land assemblage and property transfer.	Low	Medium
	G2.6. Work with city planning and zoning and private interests to identify regulatory roadblocks to improving property and identify solutions.	Medium	Medium
	G2.7. Consider the unique differences in various parts of the District and identify planning and project approaches as necessary for those areas.	Medium	Medium
Diversify the District's Economy	G3.1. Promote and market the District as a place to do business – highlight what makes the District uniquely qualified for various businesses.	High	High
	G3.2. Upgrade and expand on existing broad-band capabilities to attract high tech businesses.	High	High
	G3.3. Develop the District's historic and proposed mix of residential, commercial and light industrial uses as a unique, identifying feature for businesses.	Low	Medium
	G3.4. Work with business leaders and individual businesses to provide maximum opportunity, consistent with the sound needs of the municipality as a whole, for the rehabilitation or redevelopment of the Helena Railroad District by private enterprise.	High	High

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Goal #3: Expand and Diversify	G3.5. Develop partnerships among existing property owners, new/expanding businesses and the local government to increase economic activity	High	High
	G3.6. Work with Helena College to identify training opportunities to expand and diversify District businesses.	Medium	Medium
	G3.7. Encourage projects that provide opportunities for college students to live and/or work near the campus.	Low	Low
	G3.8. Encourage businesses that can benefit from proximity to the college.	Low	Low
	G3.9. Potential for live-work building concepts, e.g., artist studios with retail and living space.	Medium	Medium
Goal #4: Create an Inviting Venue	<p>G4.1. Develop planning tools to address eight key urban design elements identified by the Urban Land Institute: imageability, enclosure, human scale, transparency, complexity, coherence, legibility and linkage.</p> <ul style="list-style-type: none"> o Imageability - Features or landmarks that make the area distinct, recognizable and memorable. o Enclosure - Streets and public spaces that are visually defined with trees, buildings, and other vertical elements to create outdoor spaces. o Human Scale - Building dimensions, architectural details, signage, public lighting, sidewalks, and street widths which are more intimate landscapes for pedestrians o Transparency - Street-level storefront windows, doors and entryways, courtyards, etc. that invite passersby to look in. o Complexity - An area with a visual richness from architectural diversity, landscape elements, street furniture, signage, and human activity. o Coherence - A sense of visual order, influenced by consistency and complementarity of scale, character, and arrangement of buildings, landscaping, and other physical elements. o Legibility - Ease with which people can navigate the area, including layout of streets o Linkage - The physical and visual connections that unify various elements – e.g., from building to street, one side of street to the other. 	Medium	High
	G4.2. Develop “Entryways” and wayfinding signage– for example, entryway arches or other features at key intersections into the District, and distinctive signage for locating specific sites.	Medium	Medium
	G4.3. Promote street art that reflects the District’s historic foundations.	Low	Low
	G5.1. Plan and prioritize public infrastructure in coordination with the city’s transportation planning system and capital improvements planning process.	High	High

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Goal #5: Address Public Infrastructure Needs	G5.2. Consider and plan for primary motorized access to/from the District, including: a. Montana Avenue Railroad Crossing - and possible potential under-over-pass; b. Other Railroad Crossings; c. Malfunction Junction; and d. Other major connections into/within District: Lyndale, Helena, Boulder Avenue.	High	High
	G5.3. Plan for motorized access within the district, including: e. Memorial Park transportation improvements; and f. Establishing criteria for prioritizing other street improvements in the district.	High	High
	G5.4. Address non-motorized transportation needs, including: g. Trail Systems and Non-Motorized Crossings of Montana Avenue; h. Safe routes to School; i. Sidewalks, Complete Streets; j. Railroad crossings, and k. Connections to the region-wide trail systems.	High	High
	G5.5. Identify and prioritize upgrades to water, sewer and stormwater drainage infrastructure.	High	High
	G5.6. Plan for specific parking needs of various businesses. Develop guidelines that reflect urban design elements identified in Goal #4 "Create an Inviting Venue."	High	High
Goal #6: Provide for Public and Environmental Health	G6.1. Promote compatible adjoining land uses and avoid adjacent uses with potential for public health or safety issues.	Low	Low
	G6.2. Reduce air, noise and other environmental pollution problems.	Low	Low
	G6.3. Support green infrastructure/green development.	High	High
	G6.4. Provide recreational opportunities including trails, and "active" parks with playgrounds.	High	High
	G6.5. Provide complete streets with access for those with disabilities.	Medium	Medium