GROWTH POLICY UPDATE

# "Optimizing Our Activity Centers"

### **Activity Centers**

Activity Centers come in a variety of shapes and sizes, but there are similarities generally based on size and economic characteristics. Here's a graphic summary of some of those similarities based on scale and attributes.

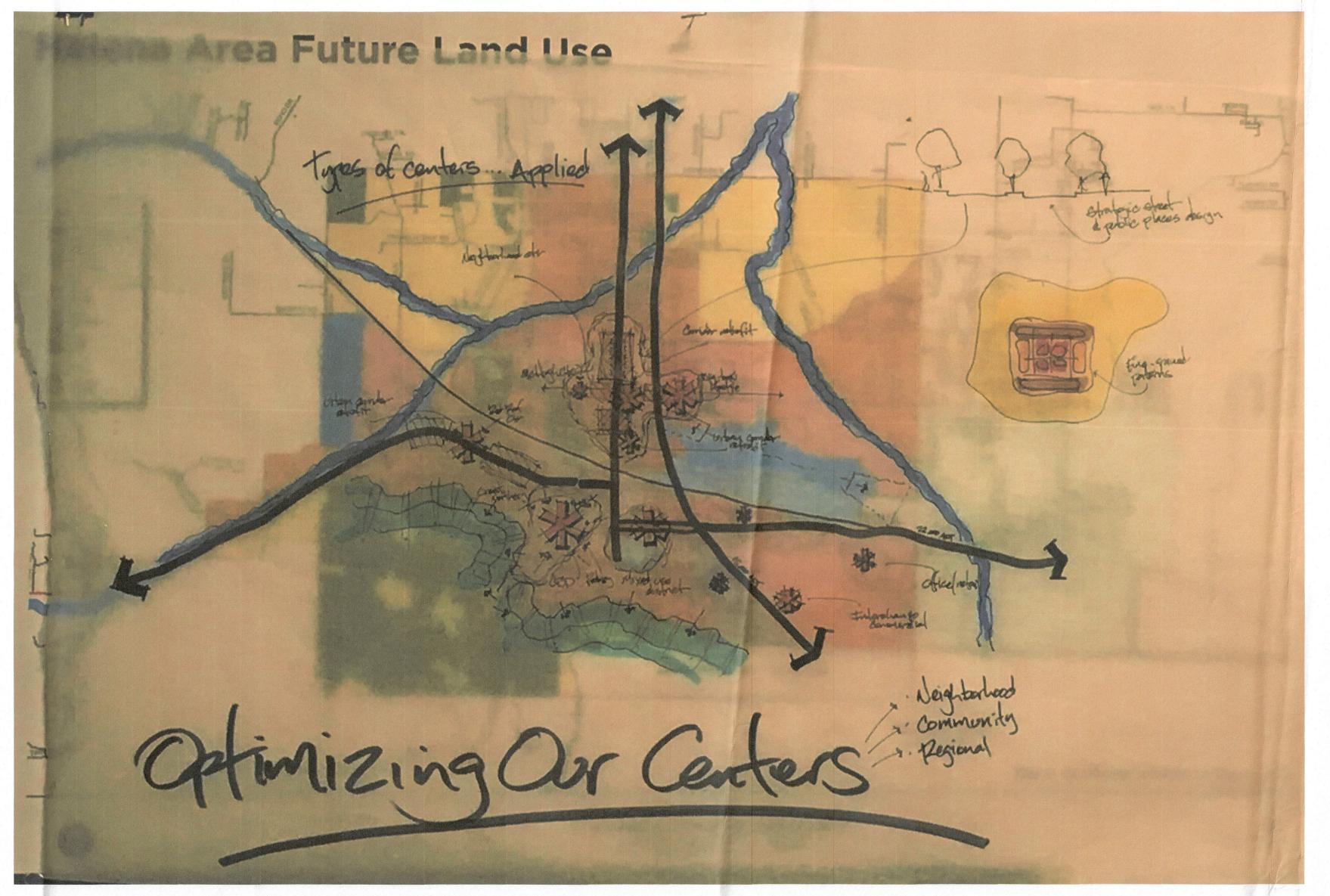


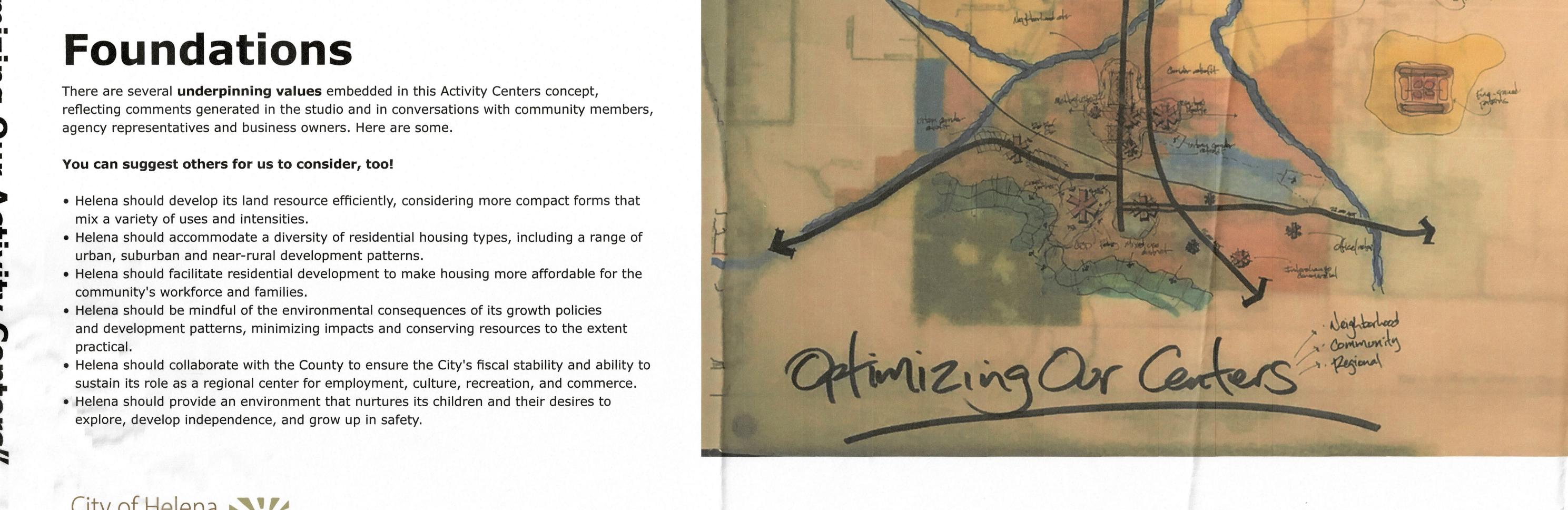
## Quick Spatial Take

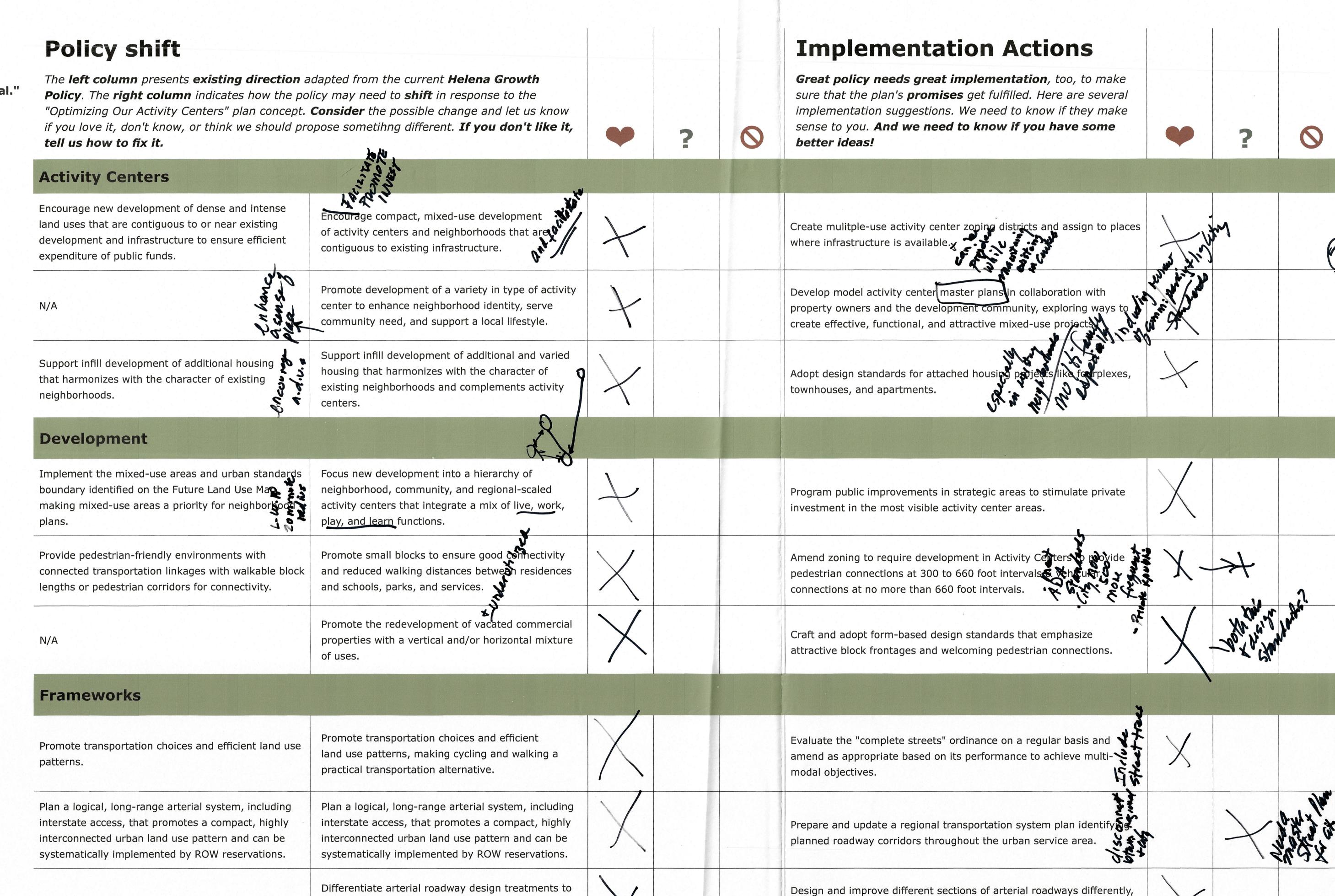
Not all Activity Centers are created equally. For example, there are at least four centers on the diagram below that could be considered "regional." The downtown core, the large-format retail development on Montana near Custer, the commercial intensity at Custer and the Interstate, and the proposed mall redvelopment all could be considered "regional" in scale and attributes. But they're all different, fulfilling a whole spectrum of functions and taking advantage of different economic conditions and opportunities.

The diagram suggests how Activity Centers might locate and take shape in Helena. Centers located at Euclid and Country Club or at Custer and McHugh could develop at a "community" scale, establishing identity at Helena's western entry and enhancing access to services for northern neighborhoods, respectively. More effective incorporation of housing could enliven a "neighborhood" Activity Center along Rodney Street near downtown, for example.

Are there other Activity Centers that you can identify? Indicate them here, and explain what they might look like or achieve.





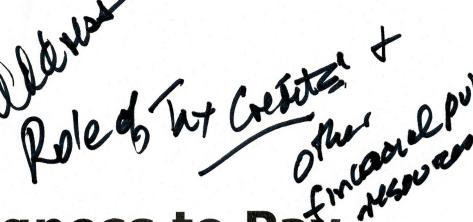


manipulating lane widths, landscaping, lighting, and other features to

distinguish corridors from activity centers.

emphasize activity centers as points of focus linked

by arterial corridors.



#### Willingness to Pay '

It costs money to make things happen, and the City now has a budget deficit. Some actions are less expensive than others. But do you like these ideas enough to help pay

t may be easier to simply amend the ordinance to

The City already produces programs like this. This

approach might suggest a reordering of priorities.

Yes Maybe No

Yes Maybe No

Yes Maybe

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Enhancing roadways would be pricey. There might

opportunities to share the cost, though, but the C

The plan is pretty straightforward, but acquisi

Requiring sidewalks and landscaping may not be enough to ensure "walkability" on its own.

This is best accomplished as part of a larger

reexamination of the zoning ordinance.

property owners have other ideas.

This could be accomplished relatively quickly...unless