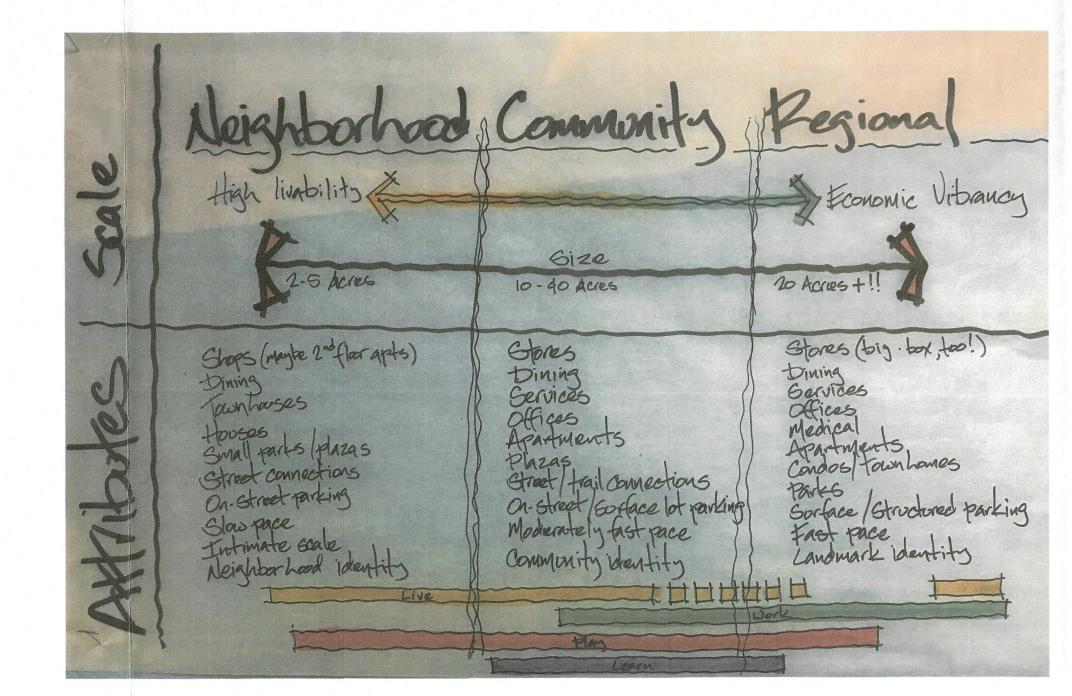


# "Optimizing Our Activity Centers"

## **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**.



### Foundations

There are several **underpinning values** embedded in this Activity Centers concept, reflecting comments generated in the studio and in conversations with community members, agency representatives and business owners. Here are some.

### You can suggest others for us to consider, too!

- Helena should develop its land resource efficiently, considering more compact forms that mix a variety of uses and intensities.
- Helena should accommodate a diversity of residential housing types, including a range of urban, suburban and near-rural development patterns.
- Helena should facilitate residential development to make housing more affordable for the community's workforce and families.
- Helena should be mindful of the environmental consequences of its growth policies and development patterns, minimizing impacts and conserving resources to the extent practical.
- Helena should collaborate with the County to ensure the City's fiscal stability and ability to sustain its role as a regional center for employment, culture, recreation, and commerce.
- Helena should provide an environment that nurtures its children and their desires to explore, develop independence, and grow up in safety.

# 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 enlive 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.

