

October 14, 2024


# Economic Vitality Transformation Strategy

Downtown Great Falls

Prepared for:

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# Table of Contents

- Executive Summary ..... 3
  - Project Overview..... 3
  - Market Analysis: Key Takeaways ..... 3
  - The Main Street Approach: Transformation Strategies ..... 4
- Economic Development Strategies..... 5
  - Economic Vitality (GFDA lead) ..... 5
  - Design (BID lead)..... 7
  - Promotion (DGFA lead)..... 8
  - Organization (DDP lead) ..... 8
- Opportunity Sites ..... 9
  - Parking Lots ..... 9
  - Targeted Investment Areas ..... 13
  - Riverfront..... 15
  - Housing Typologies ..... 19
- Appendix ..... 22
  - Stakeholder Engagement Summary ..... 22

# Executive Summary

## Project Overview

In 2023, the Great Falls Development Alliance (GFDA) engaged Leland Consulting Group, Inc. (LCG) to conduct a market analysis of Downtown Great Falls and, based on the data and findings of that market analysis, create an Economic Development Vitality Strategy to serve as a **five-year roadmap for GFDA and its partner organizations**. This report summarizes key takeaways from the Market Analysis (a separate report), outlines economic development strategies for the four organizations that represent the Main Street pillars in Downtown Great Falls, and identifies key opportunity sites for catalytic investment.

## Market Analysis: Key Takeaways

The GFDA and DDP have engaged Leland Consulting Group (LCG) to provide a detailed, data-driven market analysis to quantify underlying market conditions and to identify feasible strategies to keep the momentum of investment in Downtown Great Falls going. The Downtown Great Falls Market Analysis was conducted over the course of several months in early 2024 and included an assessment of existing uses and conditions, an identification of retail trade zones, a summary of demographics in the study area and larger market, an analysis of retail conditions for various uses, local and national industry trends, visitor behavior analysis, and a ten-year demand analysis for retail, office, and residential space in Downtown Great Falls.

Key findings from that analysis include:

- **Significant new investment by business owners and developers, coupled with year-round programming on Central Avenue, is attracting more visitors to Downtown Great Falls.**
- Growth in Downtown Great Falls is somewhat limited by geographic constraints. Great Falls is over 90 miles from the nearest incorporated city (Helena) and, unlike some comparable cities, there is not a large suburban population regularly visiting the city. However, the 13-county trade area has a population of nearly 238,000 residents, and many residents of rural towns throughout the trade area see Great Falls as a central hub for retail, dining, and entertainment. Because of this, **there are opportunities for businesses within the trade area to move downtown**, which would create a more vibrant destination for locals and visitors and attract more people throughout the year.
- **Programs like the City's tax increment financing (TIF) tool provide significant support for investments in new and existing buildings and businesses.**
- The **estimated 10-year retail demand in Downtown Great Falls is over 87,000 square feet**. However, there are currently 112,000 square feet of vacant retail space Downtown. This suggests that in the near term there will not be a significant need for the development of new retail space Downtown, though there are opportunities to attract new businesses through the revitalization of existing space as well as through placemaking and programming initiatives. **Demand for new and renovated retail space is likely to come from concentrating businesses Downtown** rather than from household growth within the primary trade area.
- Nationwide, the office sector continues to face headwinds due to an increase in remote and hybrid work. Future job growth in Great Falls is expected to be concentrated in the health care, leisure & hospitality, government, and retail trade industries, which do not utilize a significant amount of traditional office space. Over the next ten years, new employment Downtown will require 21,750 square feet of office space. There is currently 150,000 square feet of vacant office space in Downtown Great Falls. **Unless there are significant changes to national and regional trends and regional economic conditions, it is unlikely that Downtown Great Falls will be able**

to absorb significant amounts of new office space. However, there could be demand from a new or existing business within a high-growth sector like Health Care opening an office Downtown.

- **Approximately 12 to 18 percent of the ambitious 10-year housing demand as forecast by the recent 2024 Housing Market Demand Assessment for Great Falls could be built within the Downtown Planning Area.** This includes 24 to 35 percent of multifamily units and one to two percent of single-family units.
- The demand for hotel rooms is driven by tourism and business travel. As a result, most lodging demand will be near highway locations. However, **well-amenitized downtowns with features that attract tourists or conventions can attract interest from niche or boutique hotels.** If new business investment and other improvements in Downtown Great Falls increase tourism to the area – including from within the 13-county trade area – there could be an increased demand for hotel rooms.

## The Main Street Approach: Transformation Strategies

Great Falls models its Downtown strategy on the Main Street Approach outlined by Main Street America, a national organization focused on strengthening historic downtowns and small commercial neighborhoods through place-based economic development. The Main Street Approach is based on four pillars, also called transformation strategies:

- **Economic Vitality:** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.
- **Design:** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.
- **Promotion:** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.
- **Organization:** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

In Great Falls, Downtown is supported by four agencies, each of which represents a Main Street pillar.

- Economic Vitality: Great Falls Development Alliance (GFDA)
- Design: Business Improvement District (BID)
- Promotion: Downtown Great Falls Association (DGFA)
- Organization: Downtown Development Partnership (DDP)

While GFDA, DGFA, and the BID have dedicated staff, DDP acts as an umbrella organization for the other three organizations, enabling them to collaborate and coordinate on initiatives that support Downtown.

This report focuses primarily on the Economic Vitality pillar, but since GFDA partners with the other downtown organizations, we have included additional strategies that are essential for downtown success, but which fall under the other Main Street pillars.



# Economic Development Strategies

The Economic Vitality recommendations below include key strategies for sustained economic growth that are within the purview of the Great Falls Development Alliance. In addition, LCG has provided recommendations related to the other pillars of the Main Street strategy: design, promotion, and organization. In Great Falls, these pillars are represented by partner organizations, including the Business Improvement District (BID), the Downtown Great Falls Association (DGFA), and the Downtown Development Partnership (DDP). **All four organizations representing Downtown Great Falls have a role in business growth, retention, and development. GFDA should continue supporting these organizations and collaborate on Downtown improvements where appropriate.**

Each strategy has associated timing and relative cost. **Ongoing** strategies are those that should be a continuous part of the mission of downtown agencies. The relative costs are defined as follows:

- **Staff Time:** strategies that require dedicated staff time but not necessarily additional resources.
- **\$:** a low amount of additional financial resources is required.
- **\$\$:** a moderate amount of additional financial resources is required.
- **\$\$\$:** a large amount of additional financial resources is required.

## Economic Vitality (GFDA lead)

Strategy	Details	Timing	Relative Cost
Build on GFDA's Strengths			
Continue operating business attraction, retention, and expansion programs	<ul style="list-style-type: none"><li>• Continue to operate GFDA's business expansion and outreach program.</li><li>• Continue to implement the growth sector strategies identified in the 2023-2025 Economic Development Strategy. For Downtown business attraction, focus on the tourism and health care sectors.</li></ul>	Ongoing	Staff time
Continue operating and support expanding Small Business Development Center programs	<ul style="list-style-type: none"><li>• Continue ongoing partnership with the Montana Department of Commerce on Small Business Development Center programs.</li><li>• Ensure that Downtown businesses and investors are aware of relevant programs.</li></ul>	Ongoing	Staff time
Continue to promote available funding sources that allow investors to bring historic buildings up to code and add housing in underutilized upper stories	<ul style="list-style-type: none"><li>• Support retrofits, activation, and improvement of historic buildings in Downtown Great Falls through promotion and allocation of TIF funds</li></ul>	Ongoing	Staff time
Increase educational efforts around funding, training, and other opportunities for business and workforce development	<ul style="list-style-type: none"><li>• Provide educational outreach to business owners and investors who could potentially benefit from TIF or other sources</li><li>• Provide resources and technical support for applicants utilizing these programs</li></ul>	Ongoing	\$

Explore opportunities to increase funding for existing programs and find new funding streams	<ul style="list-style-type: none"> <li>• Work with the City, County, and State to identify any opportunities to increase funding to existing programs</li> <li>• Research potential programs funded by federal infrastructure legislation that could help support Downtown investment and development</li> <li>• Explore partnerships with local businesses, institutions, and philanthropic agencies that could provide grant opportunities to support Downtown</li> </ul>	1-2 years	\$
<b>Focus on Key Areas</b>			
Identify catalyst sites for development	<ul style="list-style-type: none"> <li>• Identify three to five vacant or underutilized lots in key areas of Downtown that could accommodate a flagship development</li> <li>• Set a target for adding 500 new units of housing in Downtown over the next ten years, which could be a combination of larger multifamily housing as well as infill in residential neighborhoods.</li> </ul>	1-2 years	Staff time
Select priority areas for targeted investment	<ul style="list-style-type: none"> <li>• Focus Downtown placemaking efforts and investments into a specific area or areas where they can have the most impact</li> </ul>	1-2 years	Staff time
Pursue projects on catalyst sites and/or within the Demonstration Block to spur investment activity	<ul style="list-style-type: none"> <li>• Prioritize sites based on size, current utilization, zoning, and proximity to key areas such as Central Avenue and the riverfront.</li> <li>• Work with property owners to understand how to best support needed improvements on site, such as placemaking or redevelopment.</li> <li>• Partner with peer agencies on implementation.</li> </ul>	2-4 years	\$\$
Work with the City to pursue the redevelopment of underutilized City-owned sites for housing	<ul style="list-style-type: none"> <li>• Work with the City on developer recruitment as part of an RFP or RFQ process.</li> <li>• Ensure that the project aligns with economic development goals.</li> </ul>	2-4 years	\$\$
Facilitate the full utilization of existing buildings by working with the City on shared parking arrangements	<ul style="list-style-type: none"> <li>• Partner with the city to undertake a study on parking utilization.</li> <li>• Work with developers to understand the impacts of parking requirements on infill housing.</li> <li>• Work with the City Planning Department to legalize shared parking arrangements Downtown.</li> </ul>	2-4 years	Staff time
<b>Provide Training &amp; Networking Opportunities</b>			
Partner with schools & institutions to promote training and incubator or apprenticeship programs	<ul style="list-style-type: none"> <li>• Leverage relationships with local institutions, including Montana State University, Touro College, Benefis Hospital, and others to collaborate on programs focused on workforce development and entrepreneurship.</li> </ul>	Ongoing	\$\$

Facilitate business partnerships	<ul style="list-style-type: none"> <li>Continue hosting networking events and connecting investors and entrepreneurs with the local business community. The welcoming atmosphere within the Downtown business community is a major asset that should be leveraged to support growth.</li> <li>Work with business owners to determine if there are any opportunities for more formal partnerships, like space sharing opportunities, that can support new business growth.</li> </ul>	Ongoing	\$
Encourage entrepreneurship through temporary or mobile activations	<ul style="list-style-type: none"> <li>Utilize vacant space along Central Avenue – particularly in the targeted investment areas – as well as along the riverfront by hosting pop-up events throughout the year that showcase small local businesses that may not yet be able to afford a brick-and-mortar space. Examples could include farmers markets, music nights, and other activities.</li> <li>Work with the City to create a program allowing food trucks along the riverfront and/or in Downtown parking lots to provide more amenities to Downtown workers and visitors as well as opportunities for small business development.</li> </ul>	Ongoing	\$\$
Promote Downtown Great Falls opportunities to developers active in higher-priced markets	<ul style="list-style-type: none"> <li>Leverage Great Falls' identity as the "last affordable place" in Montana by conducting outreach to developers in higher-priced markets who are looking for opportunities with more upside.</li> </ul>	Ongoing	\$

## Design (BID lead)

Strategy	Details	Timing	Relative Cost
Create distinct, interesting spaces to improve visitor experience	<ul style="list-style-type: none"> <li>Implement low-cost, high-impact placemaking elements and tactical urbanism, including bistro lighting, street seating, and other initiatives that encourage visitors to linger downtown.</li> <li>Create public plazas through temporary and/or regular block closures, especially near demonstration blocks and in areas where art is a feature.</li> </ul>	1-2 years, ongoing	\$
Advocate at a local and state level for street safety improvements	<ul style="list-style-type: none"> <li>Work with the City and State to improve pedestrian safety and increase multimodal opportunities through the conversion of one-way streets to two-way.</li> </ul>	3-5 years	Staff time
Conduct a downtown parking strategy study	<ul style="list-style-type: none"> <li>Explore parking utilization, pricing and metering, wayfinding, and other elements related to parking to more fully understand the needs of</li> </ul>	1-2 years	\$\$

	businesses and visitors, as well as opportunities to improve the downtown experience.		
Explore opportunities to create all-ages third spaces	<ul style="list-style-type: none"> <li>Evaluate opportunities for creating areas throughout downtown that allow visitors of all ages to spend more time downtown without requiring them to pay for the experience.</li> <li>This could include parklets, street seating, mobile food and beverage vendors, and public bathrooms.</li> </ul>	2-3 years	\$\$\$
Promote downtown through improvements to access, visibility, and safety	<ul style="list-style-type: none"> <li>Implement wayfinding and incorporate visual identity markers to communicate to visitors that they are in Downtown Great Falls.</li> <li>Conduct ongoing evaluation of the success and impacts of wayfinding programs.</li> </ul>	Ongoing	\$\$\$

### Promotion (DGFA lead)

Strategy	Details	Timing	Relative Cost
Identify and promote the Great Falls Brand	<ul style="list-style-type: none"> <li>Historically, Great Falls has not had a strong and recognizable brand. DGFA should work with the local community to establish a brand that clearly communicates the city's identity and values.</li> <li>Once a brand is identified, leverage it in conversations with investors and entrepreneurs to promote downtown as an attractive place to do business.</li> </ul>	1-2 years / ongoing	\$\$
Continue scheduling regular Downtown events year-round	<ul style="list-style-type: none"> <li>Regular events draw more visitors downtown and drive traffic to local businesses. Continuing to schedule a variety of events will help showcase downtown improvements.</li> <li>Events should be targeted to a wide variety of ages and demographic groups and create a welcoming environment for visitors.</li> </ul>	Ongoing	\$
Market downtown as a high-quality place to live	<ul style="list-style-type: none"> <li>As new housing along the riverfront and throughout downtown is built, DGFA should market and promote downtown as a high-quality lifestyle amenity.</li> </ul>	Ongoing	Staff time
Utilize programming to connect downtown and the riverfront	<ul style="list-style-type: none"> <li>Intentionally design events so that activities draw people between Downtown and the Riverfront.</li> <li>Cross-promote Downtown business with riverfront events through sales, incentives, mobile vending, and other strategies.</li> </ul>	Ongoing	\$\$

### Organization (DDP lead)

Strategy	Details	Timing	Relative Cost
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Clarify the roles of different organizations that work on downtown revitalization and economic development	<ul style="list-style-type: none"> <li>The four organizations that represent the four Main Street pillars in Great Falls have distinct but at times overlapping roles. To minimize confusion for investors and businesses, DDP should create a public-facing information or FAQ sheet that clarifies and describes the roles and functions of each organization.</li> </ul>	1-2 years	Staff time
Consider creating a one-stop "ombudsman" for downtown	<ul style="list-style-type: none"> <li>As businesses, entrepreneurs, and investors look for opportunities downtown, it is essential that the process of finding out about opportunities and support programs is as straightforward as possible. Identifying a single person or agency who can direct these folks to the resources they need will help to simplify existing processes.</li> </ul>	2-3 years	\$\$

## Opportunity Sites

Successful implementation of the strategies outlined above requires a geographical focus that prioritizes catalyst locations for different types of development. This section highlights three types of downtown spaces and the types of development that should be focused there for the greatest economic impact:

- Parking Lots, particularly those that are City-owned, are prime opportunities for housing and mixed-use development.
- Targeted investment areas, to be identified by GFDA, are catalyst areas where economic development programs should be concentrated for greatest effect.
- The riverfront, Downtown's greatest asset, should combine placemaking and mixed-use development to create a destination connected via infrastructure and programming to Downtown Great Falls.

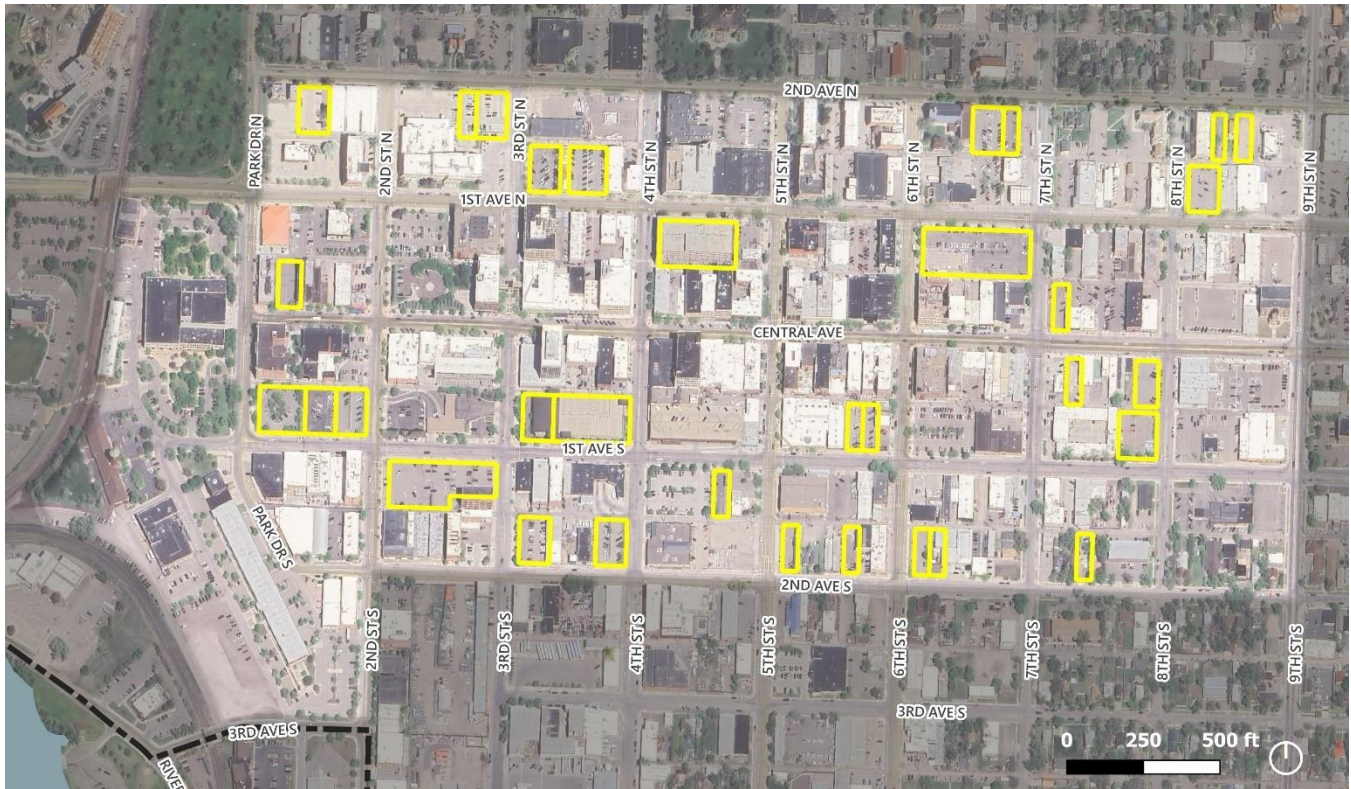
In addition, this section concludes with examples of housing typologies that could fit into the Downtown fabric, both within the central core of the study area and in the surrounding residential neighborhoods.

### Parking Lots

Increasing housing in Downtown Great Falls is an essential strategy for promoting economic vitality. The 2024 report on regional housing demand by the Concord Group found that there is a ten-year demand for 6,410 new housing units – 3,050 of those units in multifamily structures (both for sale and for rent). LCG estimates that Downtown could capture between 12 and 18 percent of that demand (786 to 1,123 total units). In order to achieve this ambitious goal, GFDA and the City of Great Falls should identify potential locations for dense new housing development in Downtown Great Falls and implement strategies to attract development.

The Downtown core area has a significant number of surface parking lots – both publicly and privately owned – that could offer opportunities for redevelopment. Surface parking lots are typically the "low hanging fruit" of redevelopment, as they do not require demolition of existing buildings or the relocation of tenants. The most feasible type of development is likely housing, potentially with ground floor retail or active space. Although there is a common perception that parking is a major issue in Downtown Great Falls, occupancy rates of publicly owned parking lots and garages show that in reality there is significantly more parking than is needed to meet demand. A parking study that includes an analysis of wayfinding, occupancy, and metering would help illuminate potential improvements to downtown parking that could change public perceptions.

Figure 1. Surface Parking Lots in the Downtown Core of Great Falls



Source: Leland Consulting Group.

Public parking lots offer the best near-term opportunity for redevelopment. GFDA has already conducted visioning for the parking lot located on the 200 block of 1<sup>st</sup> Avenue South. The visioning resulted in designs for a retail and restaurant center made of shipping containers, but this site's proximity to downtown amenities and the river suggests it could also be an optimal place for mixed-use housing over retail. GFDA should work with the City to create a request for proposals (RFP) and conduct developer outreach for this site. The RFQ should emphasize the opportunity for housing development as a catalyst for Downtown.

The redevelopment of privately-owned surface parking lots should be a longer-term goal. GFDA should work with private owners of surface parking lots in key locations to gauge interest in potential redevelopment. Catalyst projects on city-owned sites should help private parking lot owners better understand the potential value of their properties and spur redevelopment on some of these sites.

### One11 Lofts – Bozeman, MT

The One11 Lofts is a 122-unit apartment building located on a former surface parking lot on W Lamme Street in downtown Bozeman, developed by local developer Home Base Partners. The first phase was a five-story building with 55 residential units, while the second phase was a six-story building with 67 units. Phase one was completed in 2020 while phase two is currently preleasing. The phase one building includes a 20,000 square foot first floor with a leasing office, lounge, ski lockers, bike storage, workstations, a communal kitchen, and garage parking. The current average asking rent per unit is \$2,588 (\$2.73 per square foot).

Figure 2. One11 Lofts



Source: CoStar.



### Hearth on Broad – Boise, ID

The Hearth on Broad is a seven-story, 161-unit multifamily building with ground floor retail developed by Boise-based Roundhouse on a former 0.85-acre surface parking lot in downtown Boise. It was completed in 2022 and residential amenities include a spa, fitness center, dog park, a community room, and rooftop decks as well as garage parking. The ground floor retail is anchored by high-end restaurant Percy. Units at the Hearth on Broad currently rent for an average of \$1,904 (\$2.76 per square foot).

Figure 3. Hearth on Broad



Source: CoStar.

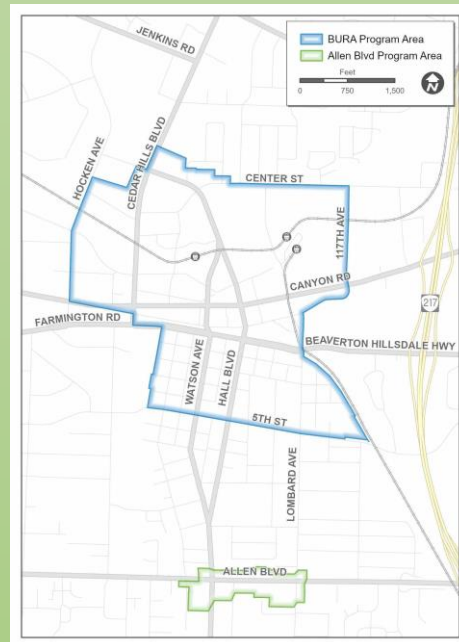
## Targeted Investment Areas

As GFDA and partner agencies implement the strategies recommended above, they will have to find ways to prioritize how and where to allocate resources to make the most impact. GFDA should prepare for this by identifying targeted investment areas that can best showcase new and existing programs. These should be areas where there is already significant investment and activity, where improvements will be most visible by the public, as well as areas that are poised to connect Downtown with the riverfront or other key amenities. While programs should cover the entire study area, GFDA should work to educate the property and business owners in the targeted investment areas to ensure that they are utilizing TIF, façade, and placemaking funding. Concentrating initial investments in these target areas will allow them to act as a showcase for downtown businesses, property owners, and investors. It will also help GFDA and partner organizations make decisions on where to employ limited resources.

### Building Improvement Program – Beaverton, OR

The Building Improvement Program in Beaverton, originally called the Storefront Improvement Program, was established in 2005 as a way to support retail growth in the Beaverton Urban Renewal Area (BURA). Since 2005, the program has allocated \$4 million to 200 projects. The program offers design, project, and maintenance grants that cover both interior and exterior improvements. The project area was recently expanded beyond the original boundaries to give more businesses the opportunity to participate and includes both the BURA and a designated Allen Boulevard program area. Starting with smaller geographic boundaries allowed the city to target investments and provided clear evidence of the program's impacts, which generated public and political support. The program was able to expand its boundaries and attain continued funding because of this initial success. Loyal Legion, shown in **Error! Reference source not found.** below, was able to renovate the former Bank of Beaverton building for its new Old Town location with the support of Building improvement Program funding.

**Figure 4. Beaverton Building Improvement Program Boundaries**



Source: City of Beaverton.



Figure 5. Loyal Legion Taphouse in Old Town Beaverton



Source: Willamette Week; Restore Oregon.

### Campus Martius Park – Detroit, MI

For decades, downtown Detroit suffered from disinvestment and challenging economic conditions. In 2001, City leaders identified a central area of downtown that had once been a transit hub but by then was just a monument surrounded by large, busy streets. Because of its history and location, City leaders saw this site as potentially catalytic for downtown development. The park opened in 2004 and was hailed as a new heart of the city. In 2013, Quicken Loans partnered with the Downtown Detroit Partnership (DDP) implement simple, short-term, and low-cost placemaking strategies at Campus Martius Park as well as other key downtown sites. The redevelopment of the park and the implementation of strategically located placemaking initiatives helped to spur the downtown development the city has seen over the past decade. By focusing on a key central location, the DDP was able to create a hub of activity that showcased the city's vibrancy and attracted private development and investment.

Figure 6. Campus Martius Park



Source: Rundell Ernstberger Associates.

Figure 7. Map of Targeted Placemaking Areas in Downtown Detroit



Source: Social Life Project.

## Riverfront

The Missouri River is Great Falls' biggest asset. However, despite its proximity to downtown, there is a lack of connection between the riverfront and the core of the downtown shopping district. The development of new housing and retail along the river should help improve this connection, but GFDA and its partners should utilize, programming, placemaking, and financial incentives to bridge the gap between the river and the shopping and employment district. Great Falls already has a high-quality park along the river featuring walking trails that stretch from River Drive S in Downtown to Giant Springs State Park. However, both the Rivers Edge Trail and Gibson Park Trail lack direct connections with downtown businesses and events. Connections should be visual, utilizing wayfinding and placemaking to guide visitors between the two locations; physical, through improved pedestrian infrastructure; and programmatic, utilizing events and temporary or seasonal activations to bridge the gap.



### Old Mill District – Bend, OR

The Old Mill District in Bend is a former mill site located on the scenic Deschutes River. The original mill was restored in the 1990s and is still a landmark within the district. The Old Mill District is a redevelopment of the 270-acre former mill site, which now includes a mix of shopping, dining, housing, and hospitality and features a variety of events along the river. Deschutes River Trail, a 12-mile path along the Deschutes River similar to the Rivers Edge Trail in Great Falls, runs through the Old Mill District, connecting it to parks throughout the city. During concerts at the Hayden Homes Amphitheatre (on the western side of the river) in the summer, residents float, paddle board, and kayak down the Deschutes to listen to the music. Diners, hotel guests, and other visitors to destinations on the east side of the river can also hear the live music as they walk around the district. Flags located on the pedestrian bridge connecting the two sides provide a visual connection for visitors. Art throughout the Old Mill District and along the Deschutes River Trail adds to the visual connection, while year-round events, like the First Friday Art Walk, Bend Film Festival, Witches Paddle, and Thanksgiving Fun Run encourage people to make physical connections between businesses and the river.

Figure 8. The Old Mill District in Bend, OR



Source: *Bend Magazine*.

Figure 9. Artwork in the Old Mill District

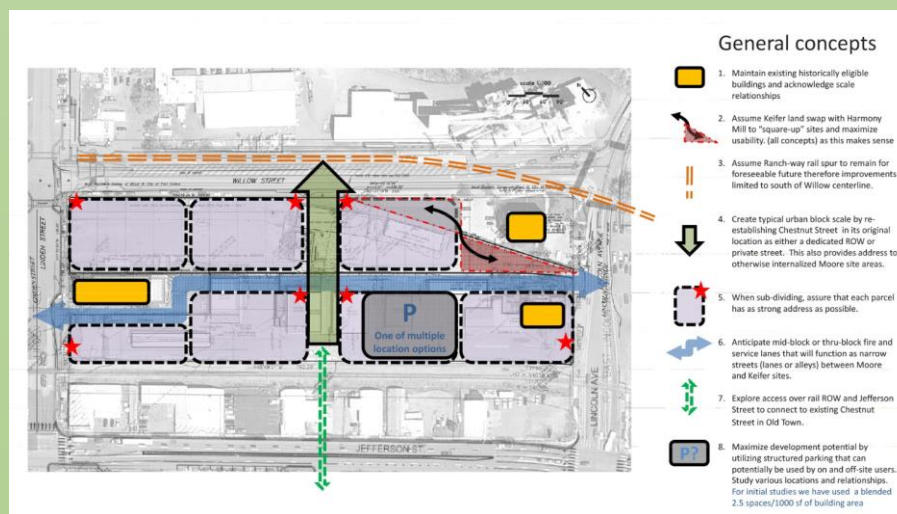


Source: Visit Bend; Old Mill District.

## The River District – Fort Collins, CO

The River District in Fort Collins is a sub-district within downtown, located northeast of Old Town Square along the Poudre River. Over the last decade, the City of Fort Collins and Downtown Development Authority (DDA) have been working to revitalize the River District, providing an improved connection between the river and the heart of downtown, and creating a new identity that brings the city's history of industry together with new, modern art and architecture. The project includes redesigns of key streets – Willow and Jefferson – as well as the incorporation of public art and events. The public art is bolstered by the Art in Public Places program, which has been operating in the city for 25 years. Murals adorn storm drains and transformer cabinets, and the Pianos About Town initiative encourages public participation. Streetscape improvements along Linden Street, new development, and artwork link Old Town Square with riverfront parks and trails. The River District is now part of the Downtown Fort Collins Creative District.

Figure 10. River District Development Plan



Source: [au]workshop architects + urbanists.

Figure 11. Linden Street Improvements in Fort Collins



Source: Construction Management Association of America.



# Housing Typologies

Throughout the Downtown study area, there can be a mix of housing types and densities. This can include apartments in historic buildings over retail spaces, such as in the Montana Building, middle housing, townhomes and smaller apartment buildings in the residential neighborhoods within walking distance of Central Avenue, and larger podium-style and mixed-use housing on Downtown parking lots and along the riverfront. The images below reflect the different types of housing that could be built within the study area.

Figure 12. Townhomes



Delaware Street Townhomes

City: Denver	State: CO
Units: 22	Year Built: 2022
Acres: 0.57	Du/acre: 39
Construction: Wood Frame	Stories: 3
Parking: Garage (rear)	Parking Ratio: 1/unit



Casabella Townhomes

City: Reno	State: NV
Units: 16	Year Built: 2020
Acres: 0.56	Du/acre: 29
Construction: Wood Frame	Stories: 2
Parking: Garage (rear)	Parking Ratio: 1/unit

Source: CoStar.

**Figure 13. Middle Housing**



**722 N 4<sup>th</sup> Street**

<b>City:</b> Coeur d'Alene	<b>State:</b> ID
<b>Units:</b> 6	<b>Year Built:</b> 2018
<b>Acres:</b> 0.21	<b>Du/acre:</b> 29
<b>Construction:</b> Wood Frame	<b>Stories:</b> 3
<b>Parking:</b> Surface	<b>Parking Ratio:</b> 1.3/unit



**618 Westgate Avenue**

<b>City:</b> Bozeman	<b>State:</b> MT
<b>Units:</b> 4	<b>Year Built:</b> 2017
<b>Acres:</b> 0.36	<b>Du/acre:</b> 11
<b>Construction:</b> Wood Frame	<b>Stories:</b> 1
<b>Parking:</b> Garage	<b>Parking Ratio:</b> 1/unit

*Source: CoStar.*

**Figure 14. Garden Apartments**



**Creek View Apartments**

<b>City:</b> Greeley	<b>State:</b> CO
<b>Units:</b> 348	<b>Year Built:</b> 2015
<b>Acres:</b> 17.69	<b>Du/acre:</b> 20
<b>Construction:</b> Wood Frame	<b>Stories:</b> 3
<b>Parking:</b> Surface	<b>Parking Ratio:</b> 1.1/unit



**19<sup>th</sup> and Graf Apartment Homes**

<b>City:</b> Bozeman	<b>State:</b> MT
<b>Units:</b> 195	<b>Year Built:</b> 2023
<b>Acres:</b> 26.30	<b>Du/acre:</b> 7
<b>Construction:</b> Wood Frame	<b>Stories:</b> 3
<b>Parking:</b> Surface & Garage	<b>Parking Ratio:</b> /unit

*Source: CoStar.*

Figure 15. Podium-Style Apartments



### Old Town Lofts

City: Meridian

Units: 102

Acres: 1.32

Construction: Podium

Parking: Surface

Podium Type: 3-over-1

State: ID

Year Built: 2022

Du/acre: 77

Stories: 4

Parking Ratio: 1.1/unit



### One 11 Lofts

City: Bozeman

Units: 55

Acres: 0.42

Construction: Podium

Parking: Structured

Podium Type: 4-over-1

State: MT

Year Built: 2020

Du/acre: 131

Stories: 5

Parking Ratio: /unit

Source: CoStar.

# Appendix

## Stakeholder Engagement Summary

As part of the market assessment and economic vitality strategy, LCG met with a wide variety of stakeholders, including downtown business owners and investors, to understand how Downtown Great Falls is viewed, what its major strengths are, and where improvements can be made. This engagement revealed that the major strengths of Downtown are its warm and welcoming business community, which actively roots for new businesses to succeed, and the availability of financial, networking, and other support from GFDA.

Branding is an essential component of downtown development and economic vitality. To that end, LCG asked stakeholders what they think the downtown identity is or should be. According to stakeholders, Downtown Great Falls is:

- A place to really live
- Family, friendship, and the outdoors
- An entertainment district
- History, culture, and recreation
- The last affordable place in Montana
- Youthful
- Supportive and welcoming

According to one business owner, "You've got to be nuts if you're not looking at investing in Great Falls!"

Stakeholders also identified what they see as the future of Downtown Great Falls:

- Vibrant
- Memorable
- Well-rounded
- Showcasing history & future
- Supportive of small business growth
- Diverse
- Safe and welcoming
- A destination

The strategies identified in this report are intended to support the vision described by stakeholders.

In addition, throughout LCG's conversations with various stakeholders in Downtown Great Falls, one idea was repeated by nearly everyone: Great Falls needs an Italian restaurant.

For some, this means a family-friendly pasta chain like The Olive Garden, while others would prefer a more upscale date-night spot where they can enjoy good wine and food. Fifth and Wine, a relatively new restaurant in Downtown Great Falls, recently began offering an Italian-inspired menu that has been a hit with diners. The owner of local kitchen store Pizzaz believes that when she retires her store would be an ideal space for a traditional Italian restaurant, which could potentially maintain a small shop for wine, olive oil, and pasta.

The fervor over Italian food likely represents something larger – a desire for Downtown business owners and supporters to be able to offer a variety of options for shopping, dining, and recreation. As new restaurants open, people are excited to imagine what comes next. Once an Italian restaurant opens, momentum will shift to a new forward-looking opportunity. This could be another type of restaurant – maybe sushi, tacos, gyros, or pho – or it could be a new entertainment venue or retail concept. Maintaining this type of optimistic enthusiasm will be key to the success of Downtown Great Falls as it attracts new investment, residents, and visitors.