WEST PARK STREET CORRIDOR PLAN

BUTTE, MT

FEBRUARY 2016

CONTENT

INTRODUCTION

Butte-Silver Bow applied and was accepted to receive technical assistance from Community Builders, via the New Mobility West Initiative. The project, known as Butte Connects, was designed to enhance the desired character and economic development potential of West Park Street and strengthen the connection between the Corridor's major anchors Montana Tech and the Central Business District (CBD).

The Butte team who submitted the application was made up of a variety of disciplines including historic preservation, planning, transportation, and economic development. To provide technical assistance specific to the project's needs, Community Builders contracted Progressive Urban Management Associates (P.U.M.A.). P.U.M.A. is a land use planning and economic development firm based in Denver, CO that provides expertise in market-based planning, zoning regulations, and community engagement. P.U.M.A.'s role included a summary of existing conditions, community engagement, and recommendations to achieve desired outcomes for West Park Street.

PURPOSE

West Park Street is a major east-west transportation corridor in Butte, MT and serves as an important connection between Montana Tech and the CBD. Once a bustling part of the city, the decline of the area's major industry, copper mining, and subsequent decades of disinvestment resulted in a Corridor with tremendous historic assets but also many vacancies and blighted properties.

The impetus for this project was the multi-million-dollar investment in West Park Street by the Montana Department of Transportation (MDT). MDT has several curb-to-curb improvements as well as sidewalk repairs planned for the Corridor in 2016. Butte Connects is a separate endeavor but is intended to leverage MDT's investment in order to achieve a comprehensive revitalization of the Corridor.

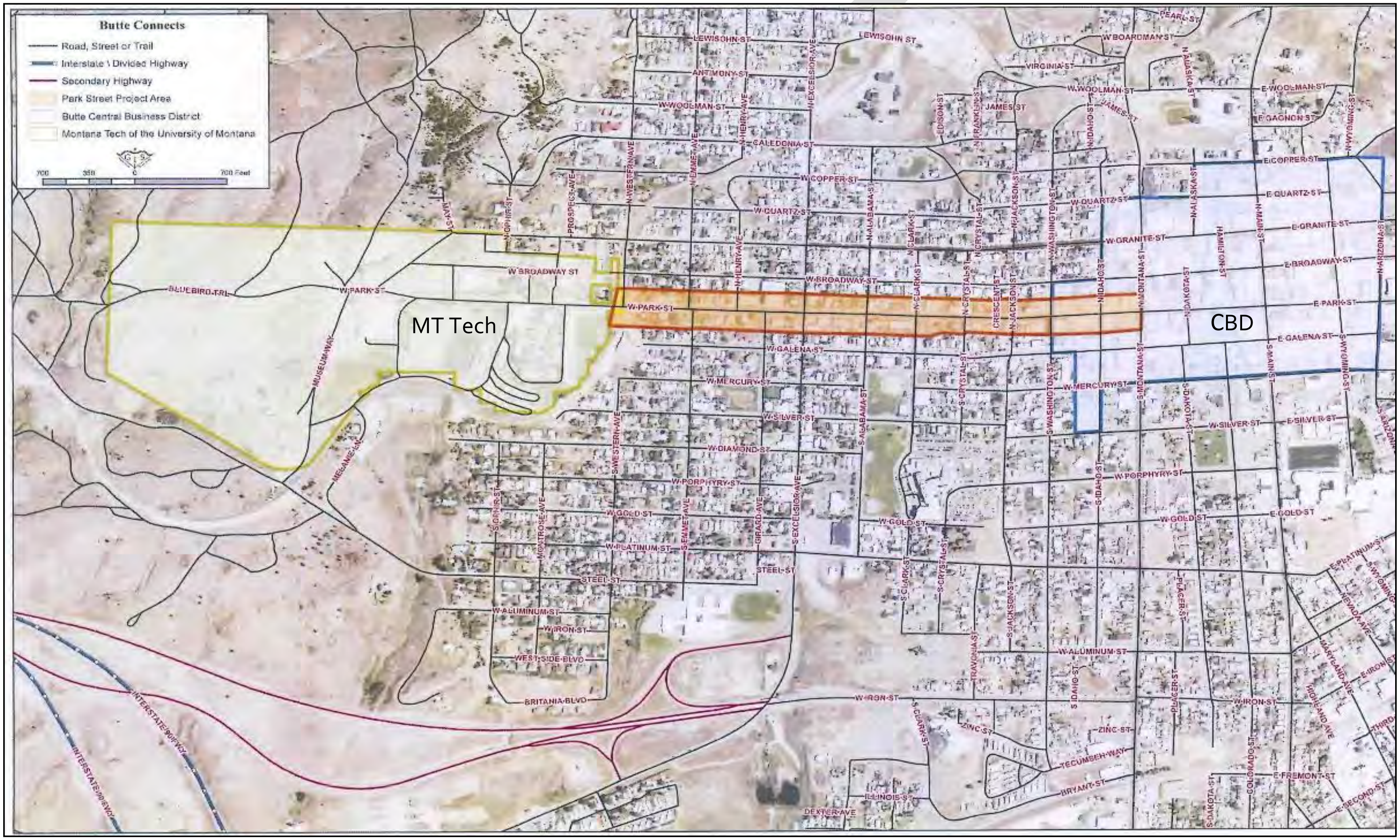
RECOMMENDATIONS

The heart of this document are the recommendations on pages 20 through 28. These recommendations are designed to accomplish community goals of enhancing the character and economic development potential of the West Park Street Corridor. They are designed to generate a sense of positive change, while being mindful of the capabilities of the project team and local government to affect private development decisions.

This document's recommendations are specific to West Park Street but a similar process could be replicated along other major corridors in Butte. The intent of this process is to pair planned street investments with community engagement to determine the desired character of the street and provide targeted recommendations to achieve that character.

STUDY AREA

The study area, pictured in orange below, runs east-west along West Park Street from Montana Street to Western Avenue.

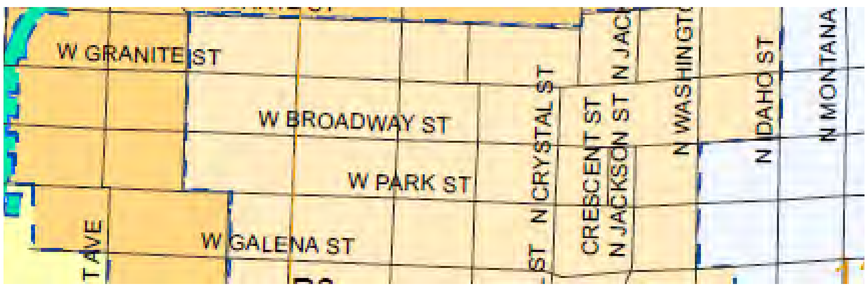


REGULATORY SUMMARY

The section below summarizes existing regulations including zoning, historic preservation and building codes affecting West Park Street. In addition to reviewing regulations, P.U.M.A. reviewed previous plans that impact Uptown Butte to help inform recommendations for West Park Street. A summary of previous plans can be found in the Appendix.

ZONING REGULATIONS

West Park Street is zoned Two-Family Residence (R2) on the west end near Montana Tech; Multi-Family Residence (R3) along most of the Corridor; and Central Commercial (C3) on the east end as it enters the Central Business District.



Allowed Uses by District

The C3 district, shown in light blue, allows a wide variety of commercial uses including all commercial uses allowed in the Community Commercial (C2) district as well as an additional list of uses including lodging and upper floor apartments, among others.

The R2 zone, shown in dark orange, is primarily intended for two-family, or duplex, housing. This low density housing is a buffer between Montana Tech and multifamily housing. The R3 zone, shown in light orange, is intended primarily for multifamily residential. Both the R2 and R3 zones allow day-care and home-based businesses. In R2 and R3 zoning districts, professional office buildings are conditionally allowed subject to discretionary review as are "medical, dental offices and clinics" in the R3 zoning district.

Existing Commercial Uses

In addition to many allowed uses along West Park Street, between Washington Street and Henry Avenue, some commercial businesses such as restaurants and small shops are present. These are non-conforming "grandfathered" uses in R3; zoned so as to be phased out and eventually replaced with allowed uses. They may stay in their existing configuration but are not allowed to expand within the building or site, and if discontinued for a year cannot be reinstated.

HISTORIC PRESERVATION REGULATIONS

Butte-Silver Bow's local historic preservation law is an ordinance originally passed in 2007 and revised in January 2015. That revision identifies and describes the responsibilities of the Historic Preservation Commission (HPC), Historic Preservation Officer (HPO), and establishes programs for the protection of historic properties countywide, including contributing properties within the West Park Street Corridor. Requests for permits to demolish historic properties must be reviewed by the HPC to ensure that viable alternatives to demolition are considered, while affording the public the opportunity to comment. If the HPC approves a demolition it may impose conditions, including design review of new infill construction, if proposed. A delay of no more than 45 days may be imposed for consideration of demolition alternatives. Design Review applies to the rehabilitation of historic properties and new infill construction in historic districts if the proponent is using local incentives, such as an Urban Renewal Authority (URA) grant. The HPC has no authority to review demolition permits for non-historic properties, including noncontributing properties in the West Park Street Corridor, or to conduct design review for rehabilitation projects or new infill construction using private monies only, unless design review was a condition of a demolition permit. Proponents may appeal a decision by the HPC to the Council of Commissioners.

Building Codes

Butte has adopted both the International Building Code and the Existing Building Code. The former applies to any new buildings constructed in the study area and the latter to existing buildings such as those that contribute to the historic character. The Existing Building Code helps make rehabilitation and reuse of existing buildings possible. It does this by allowing the continuation of building systems that are in good condition rather than requiring potentially cost-prohibitive upgrades to bring all systems up to current standards.

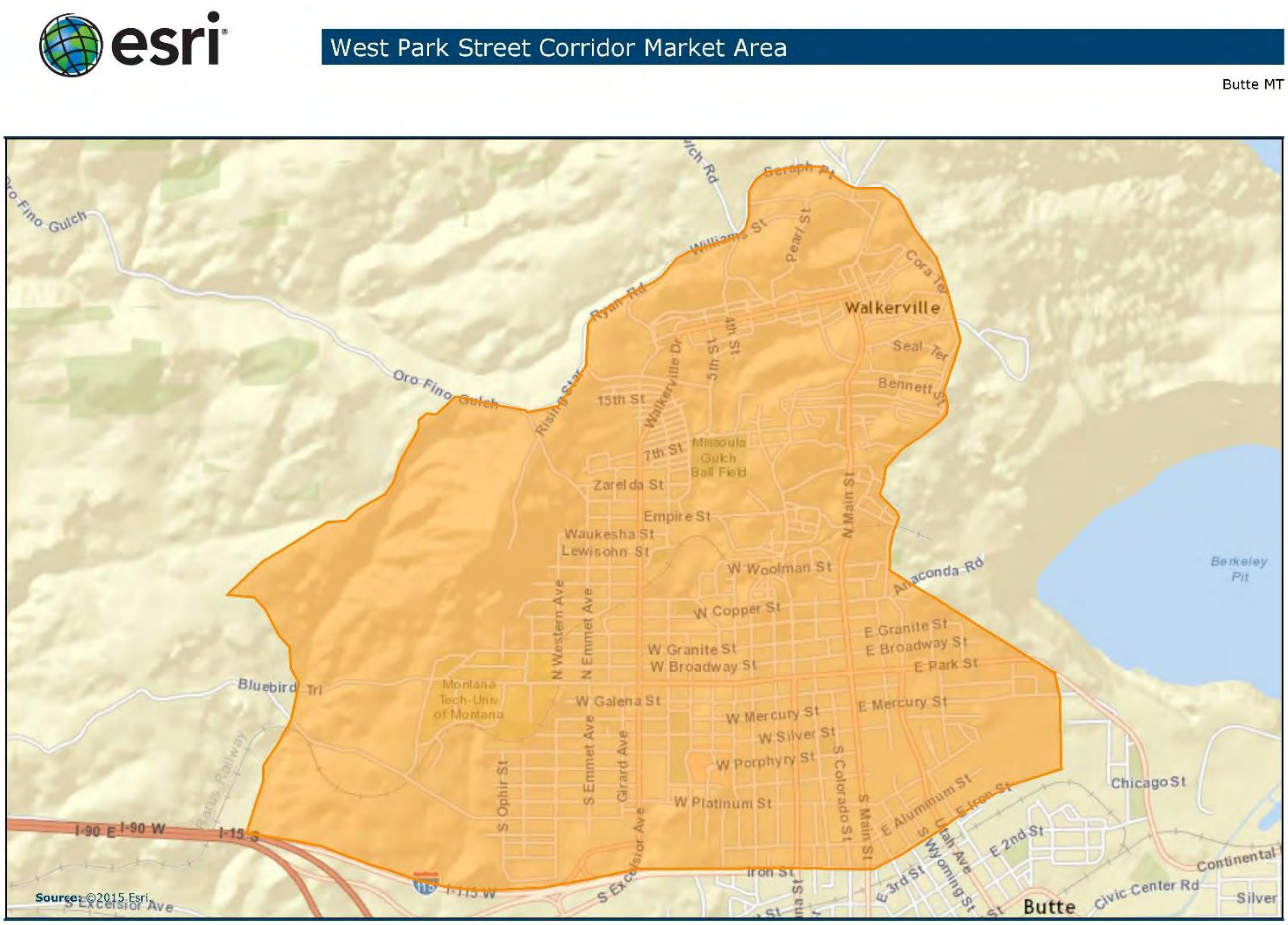
MARKET PROFILE

This section of the document summarizes market conditions that inform recommendations for West Park Street. The data is illustrative of what type of investment may occur naturally along West Park Street and/or where market forces may need to be supplemented with public resources to achieve desired outcomes.

PRIMARY MARKET AREA

Understanding that West Park Street does not exist in a vacuum, a Primary Market Area (PMA) was established to better understand market opportunities. The PMA boundary includes the study area as well as nearby areas where residents are readily able to access and support West Park Street establishments. The boundary largely follows census tracts 1 and 2 but deviates slightly to include the Walkerville neighborhood, where many residents commute to Butte's Central Business District, adjacent to West Park Street. The neighborhoods south of I-115 W and Iron Street were not included as their location relates more closely to commercial areas south of the Interstate.

The PMA boundary illustrated below is bound by I-115 W and Iron Street to the south, Montana Tech to the west, the Walkerville neighborhood to the north, and Wyoming Avenue and Continental Drive to the east.



DEMOGRAPHICS SUMMARY

P.U.M.A. extracted the following data for the PMA using ESRI Business Analyst Online. The data summary presented below contains figures from the most current available estimates (2015) unless otherwise noted. The ESRI reports generated for this project can be found in the Appendix.

PMA Compared to County Data

Select findings below illustrate PMA data compared to Butte-Silver Bow County. Compared to the county, the PMA has a younger population, at least partly attributable to the student population at Montana Tech. The PMA has lower household income and a greater percentage of renters. Homes in the PMA tend to be much older than those throughout the county.

	Primary Market Area	**Butte-Silver Bow County**
Population	9,027	34,980
Households	4,216	15,497
Average household size	2	2
Households with children *(2010)*	23%	27%
Median age	34	42
Residents ages 15 to 34	36%	26%
Median household income/yr.	$27,337	$37,301
Households receiving food stamps *(2009-2013)*	26.10%	16.90%
Households with a disability *(2009-2013)*	33%	31%
Owner-occupied housing units	40%	58%
Renter-occupied housing units	44%	32%
Vacant housing units	16%	11%
Median home value	$158,411	$174,035
Homes built before 1940	70%	39%
Adults (25+) with associates degree or higher	31%	31%
Enrolled undergrad or graduate student	13%	8%

Business & Employment Data

Businesses

ESRI estimated the following related to businesses and employment:

- There are 639 businesses in the PMA, employing 6,719 persons.
- Top businesses by type include:
  - By Standard Industrial Classification (SIC): Services (43%); Retail (18%); and Government (13%)
  - By North American Industry Classification System (NAICS): Public Administration (14%); Health Care & Social Assistance (13.5%); Other Services (12%); and Retail (11%)

Retail Leakage

ESRI identifies retail demand and supply and resulting retail leakage or surplus. Overall, the PMA has a net leakage in retail trade and food and drink, with $29.6M more in demand than supply. Where there is leakage, businesses are likely to be able to attract customers who would have otherwise had to travel further to meet their demand for the product or service offered.

The following retail types show notable leakage in the PMA. However, leakage does not necessarily mean the retail types are desired or appropriate for the character of the Corridor.

- General Merchandize Stores - $13.3M
- Automobile Dealers - $12.6M
- Grocery Stores - $7.2M
- Health and Personal Care Stores - $2.6M

Resident Employees

ESRI provides estimates from the 2009-2013 American Community Survey for civilian employed population over the age of 16 that reside in the PMA (resident employees). These employees may be employed either within or outside of the PMA. According to estimates:

- There were 3,959 resident employees.
- Top industries include health care and social assistance (23%); retail (14%); accommodation and food services (13%); and educational services (12%).
- Nearly 1/4 of residents are occupied by either food preparation and serving (12%) or office and administrative support (12%).
- The majority of area workers (73%) drive alone to work; 9% walk to work.
- 3/4 of workers commute less than 20 min.

Household Retail Spending

ESRI's Market Potential Index (MPI) measures "the relative likelihood of the adults or households in a trade area to exhibit certain consumer behaviors or purchasing patterns compared to the U.S." An MPI of 100 represents the U.S. average.

PMA residents tend to be more price conscious and oriented toward convenience purchases over luxury or discretionary items. PMA households have an MPI higher than the national average in categories such as: convenience store items, low-cost home computers, fast food, bars and nightclubs. PMA households had an MPI lower than the national average in categories such as: domestic and international travel, new car purchases, subscribing to high end technologies, and using services such as a housekeeper or other professional cleaning service.

Psychographics

ESRI psychographic profiles highlight the nuances and particularities of distinct consumer spending habits and preferences. The top psychographic types in the PMA are:

Set to Impress (37%)

This group tends to live in multi-unit apartment buildings with lower than average rents. More than half are singles in nonfamily households. Many work in food service while they are attending college and have lower income levels. These consumers value fashion, trends and personal image, but are also price sensitive and always looking for a deal. These residents are into the local music scene.

Small Town Simplicity (16%)

This group includes young families and seniors who are community-oriented and live down-to-earth lifestyles. They are connected but don't require the latest and greatest gadgets. The majority live in older single family homes. Since almost 1 in 4 households is below poverty level, they keep their finances simple.

In Style (14%)

This group is comprised of professional couples and singles without children, who have higher household incomes and the time and money to focus on their homes and personal interests. The majority are home owners, who live in a mix of single-family, townhomes, and small apartment buildings in older established neighborhoods. These consumers are tech savvy and value an urban lifestyle that allows them access to arts, music, and culture.

Old and Newcomers (12%)

This market is a mix of age groups, including those just beginning their careers and those who are retiring. Mostly singles and childless couples, this group is more likely to rent and live in a mix of single family and multifamily housing. With lower incomes, this group is price sensitive and focused more on convenience than consumerism. This cohort is environmentally supportive and prefers urban living.

Additional Retail Markets

In addition to the PMA, there are several other potential markets for the West Park Street Corridor. These include through-traffic, destination visitors, and family members of Montana Tech students.

- **Through-traffic** brings additional exposure and potential customers to West Park Street. In 2014, annual average daily traffic counts along West Park Street were approximately 5,000 vehicles, with seasonal peaks averaging closer to 7,400 vehicles.

- **Destination businesses** or institutions along, or in close proximity, to West Park Street draw consumers from a broader area. A sample of these destinations include: The Motherlode Theater, Dancing Rainbow Natural Grocery, Butte-Silver Bow Public Library, Butte Central Catholic High School and the Hummingbird Cafe. Destination businesses anchor other retailers and can offer attractive synergies to those that seek a similar customer.
- **Montana Tech** students are included in the study area and PMA data but their families are not. While students often offer stronger spending potential than their incomes suggest, they generally have less disposable income than older members of their family. Parents visiting their children at college will often opt for a nice meal out, help their kids purchase accessories for their rooms, and look for a quality place to stay in proximity to campus.

Community Engagement

Online Survey Summary

The popularity of online community engagement tools is increasing because they allow people to participate in community discussions from the convenience of their own home or while on the go. For this reason, the project team developed an online survey to complement the in-person components of the project. Use of the survey tool expanded the overall number of people who were able to engage in the project and enriched the information shared between participants and the project team.

The survey was available online during the first half of November, 2015. Members of the project team circulated the survey link to their networks, the Montana Standard wrote a short story about it, and students and faculty of Montana Tech were sent the link directly. As a result, 359 individuals participated in the survey. Nearly 50% of survey respondents were faculty or students of Tech. Over 40% of respondents lived near the Corridor, and over 40% of respondents accessed businesses located on the Corridor.

Key Survey Findings:

- 75% of respondents travel the Corridor alone in their personal vehicle; 3% bicycle and 16% walk as their main form of transportation.
- Pedestrians feel relatively safe along the Corridor, with 49% of respondents rating safety as a 7 or greater (with 10 being safest).
- 74% of respondents rate the attractiveness of the Corridor as a 5 or less (out of 10, 1 being very unattractive). The most cited reasons being the appearance of dilapidated buildings and structures, sidewalks in disrepair and a general lack of landscaping.
- More landscaping within the Corridor is desired.
- People feel strongly about the historic look and feel of the Corridor and desire to retain that character. There is a strong sentiment to (1) clean up and revitalize existing buildings that contribute to the historic character, and (2) ensure new developments are designed to complement the historic character.
- People appreciate the mix of uses along the Corridor, particularly the residential aspects, and desire to see them continue.
- Elements of the Corridor respondents wish to change include: sidewalks in disrepair, inadequate night-time lighting, increased landscaping, and a greater mix of uses.
- Overwhelmingly, people desire more variety in places to eat on the Corridor (87%) and more small-format retail shops (71%).
- People would welcome the opportunity to sit and dine along the Corridor if they were buffered from the roadway.
- Street lighting is desired; respondents overwhelmingly prefer lighting that has an "antique" appearance.

Example of "antique" lighting

Stakeholder Focus Groups & Interviews

P.U.M.A. and New Mobility West staff visited Butte from November 2nd to 5th, 2015, for an intensive immersion and strategic problem solving effort. During this timeframe, the team conducted a total of 16 focus groups and interviews with stakeholders representing diverse interests in West Park Street. A full documentation of notes taken during stakeholder meetings can be found in the Appendix. The following summarizes key themes that emerged from stakeholder engagement.

Historic Character

The historic character along West Park Street is widely recognized as a unique asset and important to preserve. However, most stakeholders felt that some buildings on West Park Street are not worth preserving. Some buildings are in serious disrepair and/or have lost their historic integrity due to numerous structural or façade changes over time.

Buildings in Disrepair

The physical condition of the Corridor, specifically deteriorating buildings and vacant lots, was a consistent concern. Many expressed a desire for the city to be stricter on code enforcement to bring these buildings and lots into better condition. Many of the same participants acknowledged a need to be sensitive to owners, especially owner-occupants, who may not have the resources to make repairs and a lack of incentives outside the URA to assist with such repairs. Many noted that the condition of the Corridor is a deterrent to attracting students to Montana Tech. A related issue is the lack of quality student housing off campus. It was noted that some property owners are starting building rehabilitation and there has been slow but notable progress.

Mix of Uses

Stakeholders are happy with the current mix of uses on the Corridor and do not want to see existing commercial uses phase out over time. There is some desire for additional (light) commercial uses, particularly those that serve residents and/or appeal to students. However, there is some difference in opinion on where new commercial uses should be located. Some feel commercial uses should be concentrated closer to the CBD; others think there could be some adaptive re-use in the blocks closer to Tech to help draw students along West Park Street. Excelsior Avenue was commonly cited as the block where the character changes along the Corridor. Stakeholders generally like the idea of allowing re-use of historic homes for office uses as a way of fixing them up. All indicated a desire to maintain residential uses along the Corridor.

Beautify

In addition to cleaning up blighted properties, there is desire for additional beautification measures along the Corridor. Lighting, landscaping and art were suggested in the public realm. Programs to help paint and repair building exteriors facing West Park Street were also seen to have a community benefit of improving overall appearance.

Pedestrian Friendly

The condition of sidewalks was of large concern. Many are deteriorating and in immediate need of repair. Some stakeholders also desire wider sidewalks to make it more comfortable for pedestrians and to add room for things like signage and outdoor seating. Safety was brought up as a concern and a need for better/brighter lighting was noted. A few participants also mentioned uses with windows and activity to help add vitality and a sense of "eyes on the street."

Connect to Tech

A range of stakeholders mentioned a desire to get more students traveling West Park Street to patronize the businesses there and in the rest of Uptown. Better transportation infrastructure for bikes and walking were commonly cited. In addition, more commercial uses along the Corridor that cater to students such as food venues and "places to hang out" were seen to help. Other suggestions included improving the pedestrian experience through landscaping, lighting, interactive art pieces, better sidewalks and more frequent/visible transit option between Tech and Uptown, with extended hours.

Predictability for Development

There was concern, particularly among the development community, that zoning regulations and the historic preservation review processes were time consuming and intimidating to work through. Stakeholders resoundingly complimented city staff and decision boards on being helpful and coming to good decisions. However, the need for negotiation was also seen as leading to inconsistent outcomes and discouraging new and non-local parties from investing. A strong desire was expressed for more predictability in terms of what can and can't be done.

Street Design

The proposed streetscape design for West Park Street, being conducted through MDT, had mixed reviews. Stakeholders liked the idea of slowing traffic and many agreed that West Park Street could get by with one lane in each direction – although there were a few concerns about lane reduction. Generally, people were supportive of beautifying the Corridor and thought that adding trees in a median could contribute to that goal. However, a number of people also expressed concern about the long-term costs for maintenance and how a median would work with snow removal and truck deliveries.

Parking

Parking was seen as an issue by some focus groups but not by others. Some groups felt strongly that there was a lack of parking on West Park Street. Others said they usually found spots within a few blocks of their destination and did not see it as a big issue. There was some concern that if additional commercial uses were added to the Corridor it would increase the parking problem. Angled parking was seen as appropriate on additional blocks within and near the CBD (although this may not be permitted by MDT).

Community Forum

In addition to targeted focus groups and interviews, a community forum was held the evening of November 4th at the Baptist Church on West Park Street, with several dozen people in attendance. The intent of the forum was to gather broad community input on the desired character of the Corridor. This event was publicized through the news media and direct contact to many of the stakeholders in the Corridor. The forum began with an overview of the project presented by New Mobility West and P.U.M.A., followed by three activities designed to engage and seek input from participants.

Q & A with Topical Experts

Members of the project team were present throughout the evening and available to answer questions related to their area of expertise. These topical experts were identified by name badge and introduced to participants at the start of the activities so they could be sought out for questions. Areas of expertise included: land use and zoning, historic preservation, university affairs, economic development, planning and landscaping.

Corridor Land Use Mapping

Survey respondents and focus group participants conveyed an appreciation for existing businesses along West Park Street and a desire for additional light commercial uses, in keeping with the residential nature of the Corridor. A dot mapping activity was designed to gather broad community input on where specific land use types should be located.

Butte project team staff provided a large-scale, aerial map of the Corridor that made it easy for participants to identify landmarks, parcels and streets within the study area. The team also provided colored dots representing three different land use types: yellow for personal services; green for food services; and red for medical/professional services. Participants were given one dot of each color and asked to place it on the map where the use would be most desired. Participants were also encouraged to make suggestions via post-it notes to capture additional thoughts.

In general, participants tended to place dots on specific sites where there was known vacancy. Dots were placed to cluster uses in three sections of West Park Street:

- Western Avenue to Henry Avenue
- The Intersection of West Park and Clark Streets
- Jackson Street to Idaho Street

Western Avenue to Henry Avenue

Within this section of West Park Street, nearest to Montana Tech, participants generally desired additional light commercial uses, particularly food services.

Intersection of West Park and Clark Streets

Along the south side of West Park Street at Clark Street, participants indicated that new light commercial uses, primarily personal services, would be beneficial.

Jackson Street to Idaho Street

On the north side of West Park Street, within the existing CBD zoning in Uptown, participants envisioned the broadest mix of uses, indicating interest in medical/professional, food and personal services.

A sample of additional ideas noted on post-its include:

- Fiber loop
- Parking
- Green spaces
- Mixed use residential/retail
- Tech spirit shop
- Tourist information kiosk

- Craft shops
- Neighborhood grocery
- Bed & breakfast

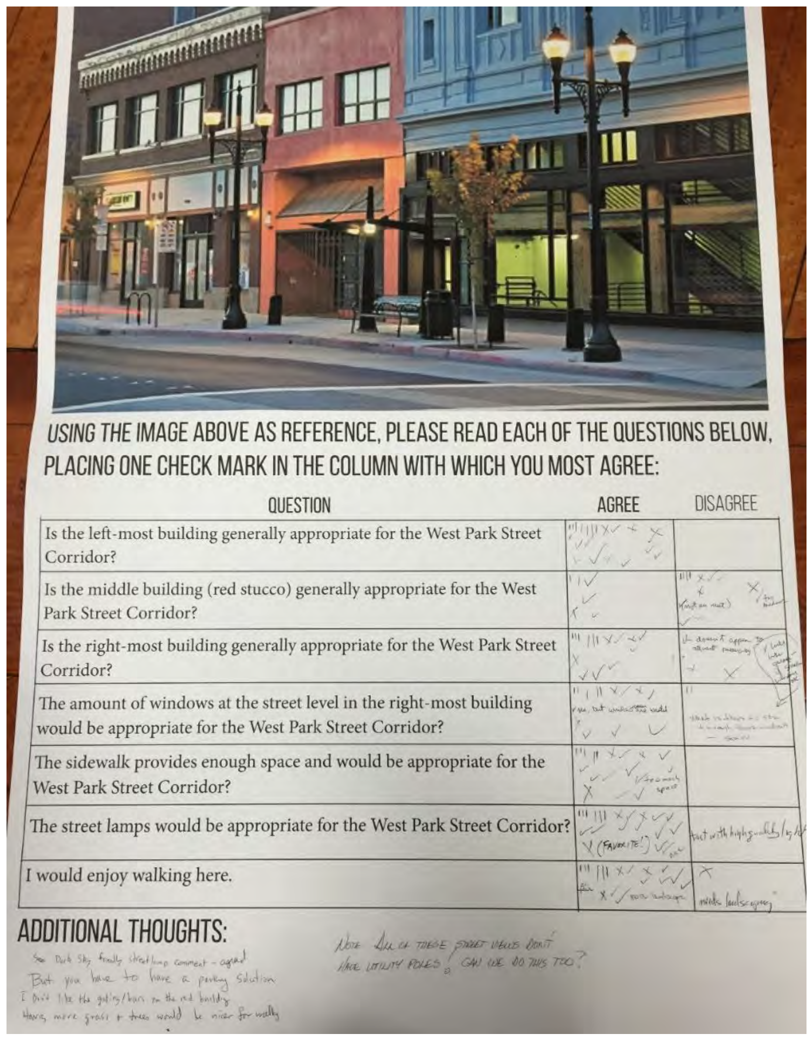
Design Posters

This activity was used to gather design input for West Park Street. Five posters were created, each displaying a different image and a series of questions about design elements such as windows, landscaping, sidewalks, seating areas and lighting. Participants were asked whether or not the elements were appropriate for West Park Street. There was also space on each poster to capture additional thoughts. One of the posters is shown below and all five can be found in the Appendix.

Desired Design Elements

Based on the feedback received from all posters, the following items are strongly supported as being appropriate for West Park Street.

- Ample windows on first floor commercial
- Pedestrian scale street lighting
- Street trees or other landscaping
- Outdoors pedestrian seating
- Sidewalks wide enough to accommodate lighting, trees, benches, bike racks and so forth
- On-street parking
- Re-use of existing residential buildings for commercial businesses



DESIRED CORRIDOR CHARACTER

West Park Street is envisioned as a mixed-use, aesthetically pleasing, clean and safe Corridor. It should be pedestrian friendly and consider accommodating other modes such as biking and trolley transit. Stakeholders enjoy the existing businesses along the Corridor and would like to see additional commercial uses that are neighborhood serving and preserve important historic character.

Examples of Desired Uses

- *Quality housing*
- *Restaurants*
- *Boutique retail; clothing*
- *Uses catering to Tech students such as, food places, spirit shop, electronics store*
- *Coffee shop or café; place to hang out with Wi-Fi*
- *Small health care practices; doctors or dentist office*
- *Small grocery market*
- *Drug store*
- *Bed & breakfast or other quality lodging*

RECOMMENDATIONS

This section of the report offers recommendations for enhancing the character and economic development potential of the West Park Street Corridor. The recommendations are designed to accomplish a wide range of community goals, among them:

- Make the most of the public investment in the street and sidewalk infrastructure;
- Enhance appeal and aesthetics;
- Encourage private investment that is consistent with community desires; and
- Promote a stronger connection between the CBD and Montana Tech.

The top recommendations directly target these goals, while additional recommendations support these goals and advance related themes and community desires heard during the course of the project.

TOP RECOMMENDATIONS

Design and Build a Walkable Street

As described in the introduction, this project was initiated to align with and capitalize on planned street enhancements for West Park and Excelsior Avenue. During community engagement, goals expressed for West Park Street included making it more enjoyable for walking and biking. This goal can be addressed both with the design of the street and sidewalks, as well as the design of adjacent development.

It is understood that many inputs, each with technical and financial implications, will be balanced in selecting the final street design for West Park Street. This recommendation provides input received during the course of this project in hopes that it can be considered and accommodated in the design selection.

Vu Villa is already a walking destination from Tech

During the site visit, P.U.M.A. suggested the city coordinate with MDT to incorporate the following into the project consultant's survey of the Corridor:

- Potential locations for curb variations, such as bulb outs, to widen sidewalks and shorten the crossing distance for pedestrians where variations would not disrupt drainage or require digging or other subsurface utility changes.
- Potential locations for future trolley and/or bus stops.

In early 2016, participate in the selection of design elements that enhance walkability, reinforce the character of different segments of West Park Street, and meet community goals with available funds.

- Select locations for streetscape elements identified above.
- Select locations for future trolley and/or bus stops.
- Slow down traffic to posted speeds, through street design, to increase pedestrian and bicyclist comfort and safety.
- Include mid-block pedestrian crossings and refuges to facilitate walking between destinations.
- Add pedestrian scale lighting.

- Where possible, provide curb variations[1] to create space for bike racks, trash cans, interactive art (e.g., "Before I Die..." wall), café seating, wayfinding and bike/walk times signage, trolley stop benches or shelters, and other amenities that enhance the pedestrian appeal.
- Irrigated, tree-lined medians were seen as a good solution to beautify and create the right character between Excelsior Avenue and the campus. However, this treatment was not seen as especially additive in other sections of the Corridor, and concerns were raised about dormancy outside the short growing season and about maintenance costs.

Finally, to keep positive momentum, advocate for project scheduling such that West Park Street improvements are completed first, then other sections of Excelsior Avenue.

Create Attractive Character

In addition to a more walkable Corridor, many stakeholders expressed an interest in seeing a considerably more beautiful and visually distinctive Corridor. While the tree-lined median was seen as a good fit from Excelsior Avenue to the Tech campus, a different median treatment could be selected for the blocks from Washington Street to Excelsior Avenue. West Park Street is known for having several event venues including the Mother Lode Theater. The emerging art scene in Butte could be harnessed to create a distinctive, artistic look and feel for West Park Street that would invite students.

Median Art in Fort Worth. Source: www.freese.com

The streetscape project could include attractive and durable hardscaped medians with ample, well-secured bases and surfaces for public art pieces. Surfaces that allow adequate sight lines, such as concrete columns scaled to West Park Street could be placed in colored or stamped concrete. This would likely be no more expensive than installing irrigation and landscaping in these areas.

Surfaces could be painted by volunteer artists such as the individual in Butte who is currently using trash cans as canvases. Re-painting could occur organically or during an annual event. Funds that would have been used for maintenance of landscaping could support the cost of paint and other supplies. Periodically, the best works could be selected through a community process and designated as permanent "no paint-over" works. Other types of art pieces could be installed between the columns by corridor businesses or other community and Tech alumni donors. The initial installation should include ample bases to add pieces over time, as retrofitting additional bases would be more expensive.

In addition to art in the median, interactive and informal art should be encouraged within the Corridor. As appropriate, connecting festivals and events that take place in Uptown to West Park Street can add to its reputation and character as being authentic and hip.

[1] Many people would prefer wider sidewalks along the full length of the Corridor, but resulting increases in cost would likely add about 50% more to project cost as well as timeline delays. Hence, we suggest exploring more targeted locations for "curb variations" such as bump-outs.

Property Maintenance

While the community embraces the historic character of West Park Street and takes pride in many exemplary buildings there, many were very unhappy about properties that are poorly maintained. These include both cosmetic issues such overgrown grass, animal feces, and peeling paint; as well as buildings with crumbling railings and buckling walls or roofs. Many stakeholders noted challenges with absentee landlords of rental properties, particularly concentrated near the Tech campus. At the same time, community members were compassionate about property owners, particularly those who are also occupants, who cannot afford to maintain an aging property or are physically unable to do routine upkeep such as painting and mowing.

An example of a well-maintained historic building on West Park Street

Poor exterior maintenance of a minority of buildings along the Corridor has a substantially negative impact on the perception of West Park Street and feels unfair to property owners who are doing their part. Better code enforcement along the Corridor can be expected to help restore its image as a place of quality in order to help attract new investment. A recommended three-fold approach includes incentives, code enforcement, and assistance to achieve more consistent exterior property maintenance. The program could be piloted on West Park Street and expanded to other historic neighborhoods.

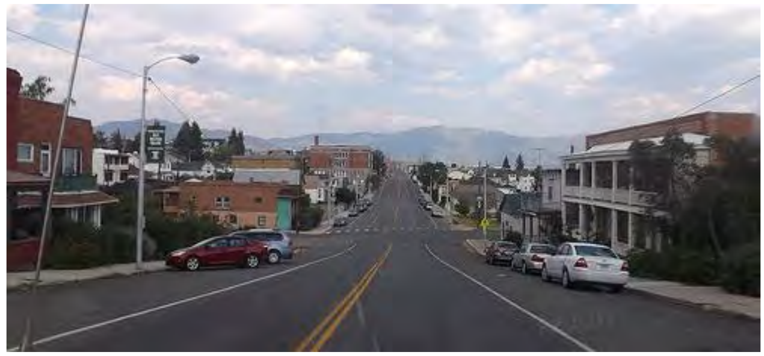
Target Incentives

Most (though not all) of the Corridor falls outside the tax increment financing district and is not eligible for historic restoration assistance funds. There is a sense that no resources are available to help Corridor property owners defray the cost of rehabilitating historic buildings. There are a range of longstanding and some new assistance programs in the community. Existing programs can support lead attic dust abatement and weatherization, and provide a limited amount of free paint. Annually, the Council of Commissioners awards grants for economic development. In addition, restoration grant funds have recently been allocated for a range of uses, including historic preservation and economic development. A list of incentive programs can be found in the Appendix. Additively, these programs are not inconsequential for supporting small business and residential improvements. The Butte Local Development Corporation should develop a resource packet with assistance programs available city-wide and distribute it to existing property owners, as well as announce it to the community at large through web and traditional channels.

To coincide with the street enhancements on West Park Street, community groups that make granting decisions should consider a temporary, two-year prioritization of projects on the West Park Street Corridor. Best practice studies routinely demonstrate that clustering upgrades in a targeted area has a bigger impact than dispersing resources community-wide. After the two-year focus on West Park Street, another target area could be selected.

Code Enforcement

Lack of code compliance was citied repeatedly as a weakness of the Corridor. However, community members were cautious about suggesting more aggressive code enforcement. They also mentioned that code enforcement officers may have ample workload and lack time to do proactive work.



A view of West Park Street Source: Happy-Tracks.com

In most communities, code enforcement officers are primarily responsive to community complaints. Secondarily, some communities give criteria to the code enforcement division about how to prioritize proactive code enforcement in accordance with community concerns. Criteria can include property types, ownership types, neighborhoods, corridors, or types of problems – such as overgrown weeds or graffiti. Based on specific goals of protecting historic buildings and improving the visual appeal of the Corridor, Butte-Silver Bow should direct code enforcement to proactively enforce code violations visible from West Park Street, and to give priority to (1) building maintenance of historic properties (2) other violations at multi-unit, rental residential properties and (3) vacant lots. Code enforcement letters could be sent with information about incentives (see above) and assistance (see below). The city could charge a fee to negligent property owners per violation and put that money toward correcting the violation. Some of the work may be done during the winter when fewer code complaints are typically received. As with other recommendations in this plan, this program could be piloted on West Park Street for a limited time coinciding with street enhancements and later expanded or transferred to other neighborhoods.

An additional code enforcement issue raised by focus groups was a loophole that allows property owners to defer maintenance of a property if it is for sale. It was reported that some owners list vacant property for sale at prices higher than the market will realistically bear simply to avoid maintenance and repair. A vacant building register ordinance is forth coming and is expected to close this loophole, hence this report makes no further recommendation.

Assistance

Many stakeholders noted a range of challenges with code compliance, particularly for aging property owners who can no longer physically do maintenance work, and may not be able to afford it. Others suggested that finding and monitoring lawn care, shoveling, and, handyman services is difficult for out-of-town owners. A range of suggestions were offered for linking property owners to entities or individuals who can offer assistance, including:

- A community organization serving low income seniors could coordinate neighborhood and student volunteers to do exterior maintenance projects such as shoring up railings and decks or painting.
- Tech students could be assisted to start and staff a business that provides a variety of regular and on-call maintenance services. The business could provide students income on a very part-time employment basis while attending school.

- The city could create a fee-based service where out-of-state owners could pay for basic once-a-month mowing, shoveling, or other maintenance.
- The city, through its Community Enrichment Department, can assist in identifying residents who need some level of assistance to address property maintenance issues, and form partnerships with other local organizations to provide volunteer assistance or coordination of services.

Many cities choose not to take on such activities in order to avoid potential liabilities, and because the fee-based services can be provided by the private sector. However, in Butte there is a strong for a proactive and compassionate approach to property maintenance and enthusiasm among many stakeholders for participating in one or more of these assistance activities. As such, we recommend that the West Park Street project team work with other community partners to explore what entities in the community may be able to partner to establish one or more of the above code compliance assistance mechanisms.

Invite Investment with Predictable Zoning

As discussed in the regulatory summary, development regulations along the Corridor are such that the vast majority of new non-residential uses and buildings require discretionary review. Without predictable outcomes, many would-be business and property owners prefer to locate elsewhere. This is especially true of non-locals who may not be aware that Butte-Silver Bow's track record is one that generally approves such waivers and variances as may be needed to welcome new investment.

Many stakeholders were surprised to learn that the zoning on much of the Corridor requires a variance to open a business like the ones that are beloved along West Park Street. In addition, the existing historic development pattern – which most see as an asset – is not consistent with regulations that are designed for new development. While many stakeholders report that they are eventually able to get a permit that acknowledges existing and historic buildings and use, the process takes time and lacks predictability. The time needed to negotiate and the uncertainty of outcomes discourages many would-be investors/businesses and can sometimes feel unfair across years of case-by-case decisions.

An overlay district is recommended to allow for more consistency and faster development approvals. It should apply only to parcels with frontage on West Park Street, rather than the full block depth so that parcels fronting parallel streets help provide transition to the neighborhood.

Uses

We recommend allowing a wider range of uses by-right by administrative approval (without any hearing) in contributing historic buildings, to encourage historic rehabilitation. The uses should be of a type and scale that serve students and the surrounding neighborhood.

- Allow new eating and drinking establishments and neighborhood serving personal services (e.g., nail salon) by-right in contributing buildings in the historic district.
- Establish performance standards for noise, hours of operation, and size of business that are consistent with uses that serve primarily the students and the neighborhood. If a business does not meet these standards, it would be a conditional use. The standards provision can be written so that a permit approval can be administratively revoked if performance standards are violated and not corrected.

Stakeholders indicated support for existing and new food service uses on West Park Street

Parking

A frequently cited concern is that existing historic properties cannot meet the standard parking requirements, which discourages businesses in the Corridor. At the same time, residents want to be sure that there will still be adequate parking for them in the adjacent neighborhoods.

- Waive or reduce parking requirements for small (>8,000 sq. ft.) commercial uses in contributing historic buildings, allowing the owner and market to determine how much parking to provide.
- Allow shared parking arrangements between uses and properties.
- Allow uses to provide parking on lots within one block (but do not allow stand-alone pay parking lots).
- Require that parking be placed to the side or rear of any new building, rather than facing onto West Park Street.
- Commercial buildings shall provide bicycle racks in a location visible from West Park Street.

Design

Our recommendations for design regulations consider parking (above), building placement, seating areas, and windows. Existing height provisions of the underlying zoning districts appear to ensure that new buildings and additions will fit in reasonably well with existing buildings, and are not recommended to be modified in the overlay zoning.

- New buildings or additions must match or differ by no more than 5% from the front setbacks of contributing historic buildings on abutting lots to either side. Where the setbacks on abutting parcels differ, the building may either average the abutting setbacks or match that of the more similar building.
- Permanent seating areas such as fenced patios, even if not fully enclosed, count in meeting the front setback standard.
- Seating areas that are not part of the enclosed building, including covered decks and patios, are allowed in the front yard.
- Movable furniture may encroach onto the sidewalk provided that a minimum pedestrian travel area is maintained.
- Non-residential buildings shall have a minimum of 50% glass on the ground floor street face on West Park Street, which shall be maintained as transparent. (This provision is consistent with the prevailing character and also provides light and visibility to the street, making it more pedestrian friendly).

Adopting overlay zoning regulations as recommended is expected to streamline the development approval process for uses and buildings that fit the desired character of the area.

ADDITIONAL RECOMMENDATIONS

Improve Transit between Tech and Uptown

Although bus service does exist between Montana Tech and Uptown, many stakeholders were either unaware it existed or indicated that it is underutilized and should be enhanced. More frequent service, longer/later hours of operation, and additional stops along West Park Street would better connect students to the Corridor and Uptown. To the extent that shuttle stops are incorporated periodically along West Park Street, a shuttle can improve the desirability of investing in the Corridor as well as Uptown. For example, a stop near the YMCA building might help build momentum for locating housing or other student-serving use there. Shuttle stops placement should be considered with other planned streetscape enhancements.

Historic Uptown Butte Trolley

Butte-Silver Bow owns a trolley that is not currently in use and could potentially be deployed on West Park Street. Funds for operations and maintenance have yet to be identified. Butte-Silver Bow and Montana Tech are logical partners for developing such a shuttle service.

Educate

During community engagement, various gaps in public knowledge came to light. Resolving these through better or more easily accessed information can help move forward project goals.

- Transit information about the existing bus service between Tech and Uptown can be difficult to find. Better distribution to more locations and inclusion in the Visit Montana App can help.
- The development process flow chart is helpful. Versions for conditional uses and variances are needed.
- Clarify that within the historic district, it is the use of public monies that triggers historic preservation review and requirements, but when using private money, an owner has full discretion.
- Recognize and promote successes on West Park Street. One campaign idea is "I'm elevating West Park Street" window posters.
- Reach out to property owners/businesses when new zoning & incentive are in place, allow them the same terms and uses without a formal permit change approval process.

Demonstrate Ideas

Project team members suggested a range of immediate activities that could demonstrate the long term potential of West Park Street and help the community envision how it might evolve. Some demonstration project ideas include:

- Temporary demonstrations of how new lanes will be configured using traffic cones. This could be done with more than one design to get community input in advance of final selection.
- Parklet seating in areas where curb variations are envisioned. Parklets are generally seasonal, removable structures built to fit within one or two parking spaces.
- Wayfinding signs with estimated times (not just distance) for biking and walking.
- Pop-ups in vacant lots or store fronts such as a portable green house, pocket park, outdoor library, or lawn chess.
- Historic photos in the windows of vacant historic buildings, as has been done in Uptown.

An example of a parklet

Improve Clarity of Historic Preservation Review Processes

The community places a high value on the historic character and architectural diversity of the West Park Street Corridor and Butte-Anaconda National Historic Landmark District (Landmark District.) However, many stakeholders expressed concern about the length, uncertainties, and potential costs associated with the City-County's historic preservation processes for design and demolition review. Some cite the complexities of historic preservation review processes as a major hindrance to economic development along the Corridor. Additional stakeholder education and guidance materials are needed to improve clarity around these processes.

Design Review

Development of design guidelines by the HPO can help clarify local design expectations for property owners and developers and provide the HPC with a framework for consistent evaluation of projects. Design guidelines are typically heavily illustrated with local examples and representative styles. Guidelines for Butte should consider the wide range in type and style of buildings that contribute to the Landmark District.

A zoomed view of Uptown from MT Tech

Demolition Review

Stakeholder interviews revealed that there is some confusion about the demolition review process. The ordinance was updated recently and individual education efforts are underway that are expected to improve understanding of the process and criteria. The HPO could also develop and distribute guidance materials that break the process into discrete steps or actions, complete with a timeframe for accomplishment.

Many stakeholders also mentioned that there are some buildings that need not be saved. The ordinance currently exempts the following buildings from HPC review prior to the issuance of demolition permits:

- Buildings determined by the 2005 historic inventory to be noncontributing to the Landmark District;

- Buildings (contributing and noncontributing) posted as dangerous by the Fire Marshall or the Building Official; and
- Small (600 square feet or less) secondary buildings that never served a residential function, such as garages and sheds, which the HPO has determine lack architectural merits.

A minority of buildings along the Corridor were recognized as contributing to the Landmark District in 2015 but have deteriorated significantly. The community expressed concern that the poor condition of such buildings coupled with the time and effort required to achieve a demolition permit hinders economic development of the deteriorated properties themselves and of nearby properties. P.U.M.A. recommends the City and HPC initiate a community dialogue to explore whether consensus can be achieved on a set of criteria that could streamline demolition review for this small percentage of buildings.

Encourage Rental Housing Upgrades

Stakeholders lament poor maintenance of rental housing at the west end of the Corridor, and Tech representatives expressed concern about some of the housing that students occupy here. Residential property brokers indicate that many Tech students are willing to pay for better quality rental housing, but supply of well-maintained units is quite low. In a number of communities, universities partner with local government and other local non-profit agencies to operate programs that encourage better rental housing maintenance near campus. Even when on-campus housing is sufficient, many students prefer to live off-campus.

Near-campus rental housing quality programs offer a variety of incentives for property owners to maintain rental properties to a set of standards. For example, Tech may keep a referral list of rental properties located within a set number of blocks of campus that have passed an annual, multi-point inspection. The program is voluntary for property owners, who participate because of the resulting tenant referrals. These programs encourage owners to participate by demonstrating how upgrades can pay for themselves through better rents. They often help connect out-of-town owners with reliable local contractors to make upgrades, sometimes even running enterprises that do maintenance. Some programs are even able to offer low interest loans to bridge upfront costs to the property owner. Such a program could be highly beneficial to the West Park Street Corridor if local partners collaborate and find sufficient funds for operation.

APPENDIX

Appendices to this document include:

- Incentive List
- Previous Plans Summary
- Stakeholder Meeting Notes
- Community Survey Results
- Design Poster Results
- Corridor Land Use Mapping Results
- ESRI Market Profile Reports

INCENTIVE LIST

LOCAL

Butte Local Development Corporation

The Butte Local Development Corporation (BLDC) provides financial and technical assistance to businesses for job retention and expansion, and new business recruitment in Butte-Silver Bow. Eligible recipients can apply for low interest loans new construction, building rehabilitation, infrastructure installation and improvements, architectural and engineering planning, equipment purchases, and operating capital. For more information, see: www.buttemontana.org

Butte-Silver Bow Urban Revitalization Agency

The Butte-Silver Bow Urban Revitalization Agency (URA) provide grant funding and loan assistance for eligible building revitalization and infrastructure improvements projects in the district. Grants are awarded for reimbursement of 25% of approved cost after completion of the work. Loan assistance is provided for approved building costs. For more information, see: www.co.silverbow.mt.us/134/Urban-Revitalization-Agency

Butte Citizens for Preservation and Revitalization

The Butte Citizens for Preservation and Revitalization (Butte CPR), a non-profit organization dedicated to preserving Butte's historic buildings, offers small grants through its Historic Improvement Program (HIP) to eligible applicants for exterior facade improvements, including both residential and commercial properties. Grants are awarded on an annual basis and generally average between $300 and $2000. Successful applicants are reimbursed their grant amount after completing their project and submitting receipts for materials and/or labor. No match is required. Grant applications must be to Butte CPR each year by May 1. For more information, see: www.buttecpr.org/services/grants.php.

Butte-Silver Bow Superfund and Redevelopment Trust Fund

The Butte-Silver Bow Superfund and Redevelopment Trust Fund was established as a result of a negotiated settlement between Butte-Silver Bow County and the Atlantic Richfield Company. The Redevelopment Trust is intended to provide financial resources to projects that foster the development and beneficial reuse of those properties where mine wastes remain. Eligible activities applicable to the West Park Street Corridor include:

- Historic Preservation
- Open Space and Recreational Areas
- Community and Economic Development

Minimum grant award is $5,000 with recommended amount of any project funding ranging from $10,000 to $25,000. Match funding is strongly recommended. For more information, see:
http://co.silverbow.mt.us/DocumentCenter/Home/View/5962.

FEDERAL

U.S Department of Treasury – New Market Tax Credits

Federal tax credits for equity investment for eligible Community Development Projects. The credit equals 39% of the investment paid out over 7-years. Minimum of $4 million project cost and at least 20% of annual income from commercial use. For more information, see: www.cdfifund.gov.

U.S Department of Interior – Historic Tax Credits

Federal tax credits (20% which can be combined with Montana State Tax Credit of additional 5% - total tax credit of 25%) of qualifying expenses for rehabilitation of historic, income producing buildings. For more information, see: www.nps.gov/tps/tax-incentives.

PREVIOUS PLANS SUMMARY

There have been a number of planning efforts in Butte over the past five to ten years. The following plans were reviewed and summarized to gain a greater understanding of Uptown Butte and gather insights to inform recommendations for West Park Street.

BUTTE-SILVER BOW TARGET INDUSTRY ANALYSIS 2014

With the goal of diversifying the Butte-Silver Bow economy, this study analyzed industries that would be most appropriate for further development in Butte-Silver Bow. The five target industries identified include: Tourism and Destination Retail; Manufacturing; Logistics; Mining and Environmental Engineering; and Innovative and Specialized Services.

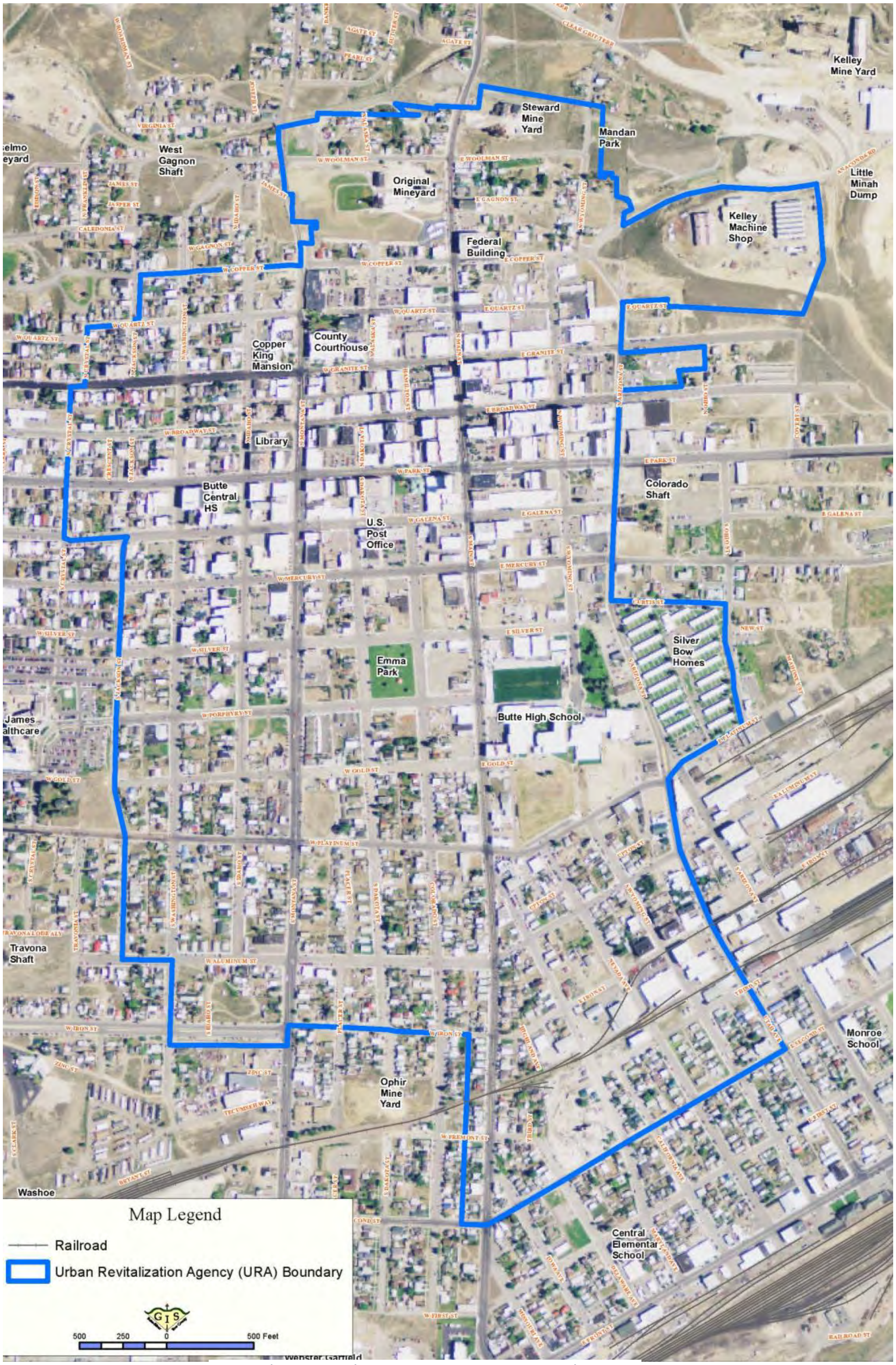
Should additional commercial uses be desired on West Park Street, the most likely of the identified industries to fit with the existing character are Tourism and Destination Retail and/or Innovative and Specialized Services. Specific businesses within Innovative and Specialized Services that might be a good fit along West Park Street, specifically in proximity to Montana Tech, include: entrepreneurial co-working space, design firms, creative content providers, education and health technologies. In terms of Tourism and Destination Retail, Bed and Breakfasts and live-work studio apartments for local artists might be appropriate.

BUTTE UPTOWN URBAN RENEWAL PLAN 2014

In 2013 the Butte-Sliver Bow Council of Commissioners renewed its commitment to urban revitalization, passing a resolution that declared the Uptown area blighted. The findings of blight included: physical deterioration, inappropriate mix of land uses, defective street layout and unsafe and unsanitary conditions. In response, the local government created the new Butte Uptown Urban Revitalization District, which includes several blocks on the east end of the West Park Street Corridor. The economic development goals of the plan include: increasing good-paying jobs, promoting a vibrant local business climate, enhancing community aesthetics, and developing scenic and cultural resources in support of tourism and recreation. The plan also states the importance of identifying businesses that can support and compliment, rather than compete with, existing businesses in Uptown Butte.

Tax Increment Boundary

The portion of the study area between Crystal Street and Montana Street is within the Uptown Urban Revitalization Authority (URA) District Boundary, identified on the next page. This district was reset so that the base level of taxation started in January 2014. Within the district, the city has authorized the use of tax increment financing (TIF) which can support development expenses related to the public realm, such as sidewalks or utilities upgrades. One caveat of the URA Plan is that projects receiving TIF must contribute to the historic character of the district.



Urban Revitalization Agency (URA) Boundary

Center for Community Progress: Vacant Spaces into Vibrant Places 2014

This document addresses vacancy and abandonment issues with a focus on Uptown Butte. Uptown Butte is substantially poorer than the rest of the county and its vacancy rate is almost double. While attractive homes in good condition sell at a reasonable, even exceptional, price points, much of the area's housing stock is in marginal condition and often below replacement cost. Specific actions recommended for managing and addressing vacancy include: vacant property registration, rental registration and code enforcement liens.

The past ten years have shown modest improvement and conversion of older buildings in the historic core to residential uses. There is a desire to market Uptown Butte as a desirable place to live and suggested target markets include: employees of St. James Hospital, Montana Tech faculty, artists, and retirees who may have left Butte but would be interested in coming back.

This plan identified West Park Street as a targeted area for intervention. The Corridor has significant historic assets but also numerous problems with vacancies and underutilized parcels. Historic preservation is seen as a central element of any revitalization strategy in Uptown Butte.

Butte-Silver Bow County Comprehensive Historic Preservation Plan 2014

This plan recognizes Butte-Silver Bow as a premier area of historic buildings and structures and identifies strategies for using historic preservation as the engine for reinvestment and economic development. A few key strategies include creation of a "one-stop source" where residents, developers, and property owners can find organizations and programs that provide financial assistance and/or technical expertise for historic preservation; enforcement of City-County codes; and prioritization of areas for historic preservation efforts and funding. The plan's primary administrative goal is to improve local government compliance with all federal, state, and local laws, regulations, ordinances, and guidelines for historic preservation.

Visitor Assessment Butte Montana 2013

Butte is located between two major attractions: Yellowstone and Glacier National Park and has an opportunity to capture a greater percentage of these visitors, among others. Butte already hosts a number of popular events, such as the Montana Folk Festival, that draw a large crowd in the summer. However, more could be done to capture visitors' interest and extend their stay. As visitors approach Uptown Butte, the streetscape is fairly bleak and may discourage visitors from further exploration. Awnings, street trees, varied facades, benches and information kiosks are recommended to enhance the visitor experience. Other challenges for visitors include wayfinding difficulties, a lack of Uptown lodging options and a perception that the area is unsafe.

Historic Uptown Butte Economic and Community Planning and Development 2012

This report was funded by Northwestern Energy with the goal of identifying and prioritizing future projects in Uptown Butte. Priority projects broadly include: coordinating and expanding marketing and promotion;

improving visitor access to Uptown through signage and apps, enhancing historic preservation, and enhancing financial incentives for Uptown development, and retail business retention and expansion.

Montana Tech Master Plan

Montana Tech envisions growing its student enrollment nearly 30% by 2025, to a total of 3,500 students. The school would need to expand to be able to accommodate this growth and has identified sites to the west of campus, which are undeveloped and suitable for expansion.

Butte-Silver Bow County Growth Policy 2008

This plan sets forth a comprehensive Vision for the community and actions for achieving that Vision. The community envisions Butte as a place with unique (preserved) character, a safe and clean environment, diversified economic base, decent and affordable housing, and preserved open spaces.

The Growth Policy states that Butte's historic properties are key to the redevelopment of the community. Many are threatened due to the loss of population, decay in the urban core and a lack of design review for proposed renovations and infill construction. The Growth Policy encourages infill development on existing lots, especially within Uptown, that takes into consideration the historic density of the neighborhood and the character of individual blocks.

Uptown Butte is slowly transforming from a regional retail center to an employment center. Uptown is home to a variety of corporate, professional, governmental, and technical office uses and some specialty retail. The majority of other commercial and service activities have moved south and out of Uptown.

The Growth Policy does not encourage more intensive land uses within residential areas. However, some institutional uses that directly serve the residential neighborhood may be permitted subject to special approval via the local government.

Butte-Silver Bow Transportation Plan Update 2005

This plan provides a unified transportation vision that supports future growth in Butte-Silver Bow. An important theme expressed by stakeholders was the need for convenient routes to connect critical destinations such as the YMCA, the airport, Montana Tech, Uptown Butte, and St. James Healthcare. Uptown Butte is an area targeted for economic growth. The plan recommends a clearly defined entryway into the CBD as well as historic signing that directs tourists to Uptown Butte and other historically significant sites around town. This plan will be updated by the end of 2016.

STAKEHOLDER MEETING NOTES

The following are notes from focus groups and stakeholder interviews conducted by New Mobility West and Progressive Urban Management Associates staff members as part of the West Park Street Corridor project. This is not a transcript and does not make any effort to connect specific ideas with individual speakers. Rather, the purpose of these notes is to record and summarize ideas, opinions and information offered by stakeholders during the site visit portion of the project.

RESIDENTIAL OWNERS & OCCUPANTS

What's working on West Park Street?

- Community garden
- Great businesses
    - Vu
    - Hummingbird
    - Laundry Mat
    - Pasty
    - Zip Trip (meeting place)
- Historic character
- Residents feel safe enough

What's not working on West Park Street?

- Parking is limited (most houses don't have garages)
    - Difficult after 5pm
    - Challenges with parking at Tech
- Trucks delivering to businesses block lanes
- Sidewalks are a wreck
- Vacant lots
- Trash
- City Center Motel
    - Attracting vagrants
- Perception that W. Park St./Uptown is unsafe
    - Parents wary of letting their kids go to MT Tech
- Code enforcement lacking
- Developers not attracted to Butte
- Old buildings are hard to heat and have a lot of costs

What uses do you want to see on West Park Street?

- Like the businesses that are there currently, don't want them to go away
- Put businesses in old buildings and fix them up
- More uses that fit with college students' needs – such as food places

Are there any uses you don't want to see on West Park Street?

- Weed stores

Character of the Corridor:

- The character seems to change after Excelsior Ave.
- West of Jackson doesn't seem like a good fit for commercial uses – except maybe some adaptive re-use of homes could work

What would encourage more walking down West Park Street?

- Improve condition of sidewalks
- Sidewalks are wide enough in some places but in others there are barriers, such as a crosswalk sign placed in the middle of the sidewalk
- Better winter care
- Improve lighting (historic lighting would be nice)
- Weed control

Other:

- We (residents) pay a premium (about 30% more) on property taxes to be on Park St.
    - What are we paying for?
    - Don't want to pay even more of a premium for the new streetscape improvements
- Would be nice to have angled street parking and a turn lane to get around trucks
- There is a quality housing shortage for MT Tech students
    - Looking for something clean and well maintained
    - 3 bedroom places are hard to find, at a premium.
- Costs for nice places are around $450/$500 for a 1 bd. and $600/$700 for a 2 bd.

Business Owners

Why did you locate on West Park Street?

- There was an open building
- Near Uptown
- Near MT Tech; ee wouldn't make it without Tech

What's working on West Park Street?

- Seeing progress, some rehab of buildings
    - 800 block doing well
- Great character; gorgeous buildings
- Community Garden – need more of this kind of thing

What's not working on West Park Street?

- Lincoln Hotel
- City Center Motel
    - Attracts homelessness

- Absentee landlords
- Increase in transient population
- Apartments around the Vu - rough/abandoned
- Shady activities
- Not a great impression for MT Tech prospective students
- Absentee owners
- Big need for parking
- Issues with security at night
    - We don't let female employees walk to their cars by themselves
- Need more lighting (brighter), police
    - Like the lighting that was done on Main
- Laws are in place but they are not being enforced
- We can't take care of all buildings, some are not worth saving

Thoughts on proposed street design?

- Bike lanes don't make sense on Park St. – better on Granite or other streets
- Agree the street needs to be prettied up
- Concern over who takes care of the new landscaping
- Don't want trees that impede the walking path
- Boulevard would be difficult with snow removal
- Not sure a Boulevard is a good idea with so much traffic
    - However Utah is as busy as Park and it works well
- A Boulevard would be difficult for truck deliveries
- Changing to one lane in each direction would be good to slow down traffic
- Widening sidewalks (or Parklet treatments) for more sidewalk seating?
    - Outside seating would be good, not enough of it in Butte
    - Parklets could be trouble in some spots because you lose parking
    - Liability issues, people drive fast/sightline over the hill – need some kind of barrier

Mix of uses:

- Some difference of opinion. Some think the current mix is about right, no need for more commercial. Some think there should be more commercial east of Excelsior
- As you go further from the CBD it becomes more residential and that makes sense
- Let's concentrate more energy on the east
- There are a glut of available offices east of Montana, maybe that's where the professional businesses should go
- More businesses on W. Park St. could result in more parking issues

Historic preservation issues:

- Desire to tear down buildings that are really in rough shape – but can't
- If you want URA funding you have to do what historical says
- Uncertainty, inconsistency
- Incentives don't do enough to cover the costs

Other:

- Use an empty lot for a pocket park
- Volunteer day (students help) older people with limited income fix up their places
- More defined rules for historic preservation

YOUNG PROFESSIONALS

What's working on West Park Street?

- Existing businesses are doing well – evidence of demand
- Good node of activity around the Hummingbird Cafe
- Community Garden
- Trail connection at Tech
- Adaptive re-use

What's missing on West Park Street?

- Restaurants (closer to Tech)
- Food Trucks
- Heated sidewalks/better sidewalks
- Nice bus shelters – one on Montana and one at Tech
    - Need information on bus schedules
    - Later hours
- More parks, green space
- Outdoor seating
- Retail
- Pop-up shops
- Pet stuff – dog park!
- Something fun down the corridor
    - Metal mine puzzles
- Bike lanes
- "Smart" lights
- Co-working spaces
- Incubator space for the type of businesses we're seeking (restaurants?)
- Trolley down the middle of the street

Parents' taking their kids to visit Tech, have a bad first impression coming in on Park St. Looks like a ghost town. Buildings are crumbling and look crummy. It is a barrier to recruitment.

What would encourage more walking down West Park Street?

- Art stuff
- Garbage cans
- Better lighting
- Trees
- Maintenance

Parking?

Perception that parking it's bad. Agree there is some annoyance but don't feel it is too bad.

Mix of uses:

Definitely don't want to see the existing commercial uses to go away. If anything, want more commercial. Mixed-use zoning would be good.

Are there any uses you don't want to see on West Park Street?

- Big box retail

Other:

- Need to beautify
- Rope tow up the hill to Tech
- Angled parking on the hill
- Opportunity site at the empty lot at Tech – owned by the Environmental Engineering Dept.
- A more seamless process for development – know what's possible
- Re-use YMCA
- Need better technology at the Mother Lode theater to bring in better shows
- Some historic buildings are pointless to keep, should remove
- Program to incentivize start-ups on Park St.
- Butte is pretty accommodating of people investing.
- There is an attitude from some people who don't want Butte to change.
- The mentality at Tech is very campus – and studying - oriented. Students don't get out much in the community doing extra-curricular stuff.
- They're starting a Makers space in the Phoenix building just outside the study area.

Community Organizations

What uses would be appropriate on West Park Street?

- Uptown still struggling, bad idea to encourage more uses along Park instead need to concentrate them in Uptown
- Retail should follow rooftops, need to add residential uses along Park
- Keep existing uses, no new businesses, no commercial past Excelsior
- Missing use is maybe a drugstore. Driscoll's is great but not serving all the need. Students want a Walmart next to campus. Zip Trip provides many convenience goods.

What would help connect Tech and Uptown?

- Better transportation from Tech to Uptown. Use the existing Trolley and run frequent service.
    - This is also a parking solution because it reduces the need for cars and the City is adding parking structure in Uptown.

Street Improvements:

- Concern that street improvements will cause traffic to be pushed onto Granite

- Several scary intersections on Granite & Excelsior, Granite & Clark where kids play and drivers go too fast or aren't always paying attention.

How to stimulate investment and rehabilitation?

- Need to put together resources to help building owners, reach out to them proactively and offer help. Not a punitive approach, just contact and offer may we enter the property to resolve. If its exterior it has a community benefit, don't worry about whether they should be doing it just get it done.
- HPC will have grants. There is money from the Restoration funds and they expect to be able to give away about $50k per year; could consider targeting it to Park Street for some time.
- Sherwin Williams will donate paint.
- Weatherization folks have slow times and all the equipment could maybe help based on need (income).
- CPR Sign removal funds also be available, could be used.
- Montana Tech students program for historic preservation could do projects.
- There are lots of neighbors who are willing to help with the labor, if there's a need they will show up, it's a very neighborly community.

Planning Organizations

Street Design:

- Center island is needed
  - Roadway is too wide
  - Need it from Washington to Tech
  - It will add trees to beautify, slow traffic, divide the street, add privacy to residential uses
- Some worries about traffic flow if only one lane
- Angled parking and congestion at Park & Excelsior are concerns. At peak times there are waits.
- Snow removal that is timely is a concern.
- Extension can provide information about what trees to use that will survive and create the desired effect.
- Sidewalks – Not just replace, want to be wider. Too narrow to accommodate wheel chairs, strollers in some places. Would be better to add sidewalk tree wells instead of in the center. Would like to be able to add benches, invite people to sit.
- Lighting is ugly and nondescript. Would like to make it more "period" similar to NW Energy.
- Angled Parking has been a positive in uptown, would not want to eliminate for the median/boulevard.
- Rather have a middle lane for turning, deliveries, snow removal, etc.
- Add bar arms so can close off the hill from Excelsior to Tech when the weather is bad.
- Bikes lanes should not be in this "half pipe" area from Excelsior to Tech. Bike Share – Butte is not a bike town. Plow the existing Rails to Trails route rather than building more infrastructure.

Mix of uses:

- This is a mixed income/varied neighborhood, need to respond to range of uses
- Medical/dental is good
- There are really three character districts, Montana to Idaho, Idaho to Excelsior, & Excelsior to Tech.

Parking?

- Parking for residents a concern – not sure how supply really meets the need, there are times when it seems tight but rare
- Parking not really a problem, even when events at Motherlode at most you can park within a block, even festivals not really a problem
- Need more shared parking, formalize for lots that are empty most of the time

Incentives for property owners?

- Incentives for Mothballed owners – printed window coverings about history has been done in Uptown.
- Tax incentives should be tied to the corridor frontage to get the maximum community impact.

What would help connect Tech and Uptown?

- Would like to see a walking tour with placards to get Tech students to walk Park St.

Other:

- Would be helpful to have some uniformity to the corridor to give it more identity. Need an info kiosk in the Uptown area, maps etc., point out key assets in the neighborhood like at the Jacobs House.

Events Centers

Character of the corridor?

- Old Butte. Beautiful mansions. It was the core of historical Butte. It's deteriorated now though. Many are kept up, others are not. If the big mansions could be intact, that would be good. To this day is beautiful, tomorrow could be gorgeous.
- "You see Butte" "It tells a story"
- Need to help owners keep buildings up to date. Need some incentives for owners to upgrade buildings.
- Washington / Park and Montana / Park are major intersections.
- City Center motel intersection could be improved.
- Between Washington and Excelsior is not appealing.

Uses needed?

- Need more retail in the corridor, but it's difficult to bring people Uptown. This corridor would be a prime spot for new retail.
- More services and restaurants in the areas.
- Fast food may be appropriate here too.
- A new, nice motel or hotel for parents to stay while visiting children.
- Parking garage closer to Washington st.
- Kumar has a few lots by City Center that he thought about taking down and creating a smaller mall and hotel.
- A good sports bar (like a buffalo wild wings)

Pedestrian experience in corridor:

- Sidewalks are cracked

- People don't shovel sidewalks
- Need basic maintenance. Someone should clean snow along length. Gather the landowners together to discuss issues and find solutions. Block by block party. Community organizing.
- Should get uniformity in sidewalk width along the length of corridor

Challenges:

- Historic preservation community is stopping the deconstruction of poor quality old buildings.
- Have to find a balance between protecting history and finding opportunity.
- Hilly, it makes it hard to bike
- Code enforcement is crucial, but we don't do it very well. But we should educate too.
- Jaywalking should be ticketed as well as bad driving.
- We can keep us as a historic town and keep it at 30,000 people, or we can bring it in to the 21st century and grow

Infill and adaptive reuse:

- Should be able to reuse existing buildings, but the job should be finished.
- It's smart to reuse existing buildings.
- New buildings should blend in with historic character.

Revitalization Organizations

What's not working on West Park Street?

- Sidewalks are in pitiful condition, there have been falls at the Vu
- National Historic District focus is on buildings from 1890s to 1930. HPC follows Secretary of Interior Standards. The standards really apply to commercial and shouldn't be applied to residential. Butte stuck enforcing a lot of strict rules to get federal funds. 5,000-6,000 historic buildings is too many to save all.
- Too lenient perhaps on code enforcement of income generating properties.
- Council rolls over many HPC decisions. HPC followed brand new ordinance in making a recommendation, was still overturned.

What would improve West Park Street?

- An ideas book or some non-regulatory way to help make the standards more accessible would really help. HPC Chair wrote a whitepaper on applying the standards. Will supply.
- Park St should be a CID; does not make sense to extend URA or create new one. Would take too long, not generate enough TIF.
- Absolutely need to retain historic buildings but not everything should be saved. Shouldn't be so long/arduous to get a demo permit for some buildings. Criteria for a demo permit would be helpful, make sense.

Mix of uses?

- Mix of uses should include commercial - like C1 or C2 perhaps. Level the playing field on uses.

- All uses that are there should be allowed as new uses also, mixed uses, a drugstore. As long as they are the right scale - perhaps maximum occupancy or square feet by-right to make sure is in scale, above that would be conditional use
- Row houses would be good where the City Center motel is

Other:

- Properties that are critical to the character are generally the stately commercial uses such as Masonic, Motherlode, McKinley School and the Mansions.
- Don't want to see Park St. changed to 2 lanes.

DEVELOPERS

What's working on West Park St.?

- Montana Tech
- The building permit process is easy, once you get to that stage
- Good businesses along the corridor
- URA grants help
- Some beautiful historic buildings, e.g. mansions – preserve this character
- Upper west side is improving, façade improvements.
- After Excelsior it widens up and looks better.

Experiences with local government permitting?

- On Granite Street, there's affordable housing units but they won't sell it because of historic regs.
- Historic preservation is an intimidating entity for developers.
- But how much teeth does HP really have?
- Let's save those that are worth saving, but get rid of the others.
- Turn up the heat of city government to enforce. Need to listen to those with the money.

Challenges/Barriers to Development

- Code enforcement has been a HUGE challenge.
- City Center is an eyesore, sketchy
- Absentee owners
- City gave away buildings in hopes that new owners would fix them up, but they haven't.
- A lot of time has passed with little improvement
    - Corridor is embarrassing
- Need a mechanism for city to take back ownership of dilapidated buildings.
- Dump fees for tear-down
- Need a big check book to be able to rehab properties
- Perceived lack of predictability in regulations
    - Time consuming!
    - Always a negotiation
    - Inconsistencies – who gets approval for what
- Navigating the zoning process (& historic preservation) is frustrating and intimidating – there are easier places to develop

- Historic preservation meets once a month, need to meet more frequently.
- Historic preservation is too nitpicky (e.g. specific material for a door)
- Developers are perceived by the city to have money, so when they propose something they get hit with making improvements, whereas existing landowners are not required to do anything.
- Reputation as "the plywood city"
- Loopholes if property is for sale, you don't have to make any fixes to it
- The blocks of blight leading up to MT Tech are a deterrent to students/parents.

What would make West Park St. more appealing to developers?

- Fewer cost barriers to entry, city could help with this
- More predictable process
    - Design guidelines
- Communication between government, developer and education
- Need to know what historical guidelines are
- Stop fighting the removal of blighted properties
- Need to listen more to private developers

What else does West Park St. need to improve?

- More aesthetically pleasing
    - Landscaping
- We tolerate too much and need to be more aggressive in cleaning up sidewalks and structures etc.
- More pedestrian friendly
- Code enforcement
- Listen to the needs of MT Tech
- Would love to be more like Bozeman or Missoula. We can create a more aesthetic corridor leading to MT Tech.

Other:

- An expanded TIF area would be good
- Have a timeline for tax sale properties – ensure new owners make improvements
- MT Tech needs more student housing, this should be a win for Butte.
- There is about 1M sq. ft. of empty space in Uptown.

Realtors

What's working on West Park Street?

- Vu
- Pita Pit
- Hummingbird
- Buildings that have been fixed up
- Laundromat
- Kumar's building (this kind of thing is what's missing here now!)
- Decent dwelling places.

Activity on West Park Street.

- Have sold several houses and businesses on the corridor
- Income property like rentals
- Used to do property management on the corridor.
- Sold liquor licenses
- More difficult to sell on Park Street.
- Taxes are higher on the street, higher assessed valuation.
- Selling is when the price is right.
- Closer to school is easier to sell.
- Single family homes don't sell as frequently as income properties and businesses.
- 1/3 of property owners are absentee. There may be more here than elsewhere uptown.
- Out of state landowners are more inclined to live in Uptown, but Butte residents are less inclined

Character of the corridor?

- Tough to get people around city center area. Vagrants possibly living in the area.
- Mixed bag…
- Think there's a lack of zoning.
- Feeling that many buildings need to be condemned. Rundown buildings affect values.

Experiences with local government permitting?

- It's a struggle to get gov't to help clean up dilapidated properties
- Code enforcement.
- Struggle to work together
- Lot of complaints from lower level employees about higher ups and elected.
- Average response in terms of their engagement.

What do you want to see to improve it?

- Sidewalk, lighting and paint!
- Need better sidewalks.
- Need better lighting!
- Landscaping and trees are needed as well.
- Need some special funds to help landowners spruce up their homes. Tax credits.
- Need design guidelines in the historic district!!
- IN favor of expanding TIF district in area.
- Start small on streetscaping and development will come in. The domino effect.
- Repaint the ghost signs on the building edifices.

Uses needed?

- Smallish grocery store where city center is
- Restaurants
- Streetscapes and outside seating would be nice

- Widened sidewalks
- Programming new activities (music, art, etc)
- More frequent and visible transit.
- More public spaces, like community garden, and invite activity.

Uses to avoid?

- Marijuana shops
- Pawn shops
- Adult uses
- Children uses.

Infill and adaptive reuse.

- Need to keep historic feel of area but we need design guidelines bad. Can have some modern elements, but has to blend in in total.

Streetscape/Montana Department of Transportation

Proposed design:

- Raised, landscaped median (14 ft.) from Washington to Western
  - Plants
  - Historic lighting?
  - Pedestrian refuge
  - Will need to be maintained
- The following treatments will be done from the west side of Montana to Western
  - One lane in each direction
  - Bike lane on each side (not protected)
  - On-street parking on each side (parallel)

Are sidewalks part of the design?

Yes. A consultant is doing a sidewalk inventory and will recommend which segments need to be repaired. In addition, all corners will be made to be ADA compliant.

Widening sidewalks is not part of the scope. But alternative treatments such as parklets and bump-outs could be considered and built into the plan, most likely with limited/modest impact on time and scope.

Trolley consideration?

Could deploy trolley along Park Street if that was an option. Would need to think it through with the street design. As long as the street is designed for parking, there would be room to pull the bus over for a stop in lieu of some parking spaces.

Perhaps Tech could be a funding partner.

Where are you in the process?

- Currently doing preliminary plans and surveying.
- Finalizing the Consultant's scope of work by December 1.
- Feb/March – alignment/grade review meeting. A good time to discuss different treatments from among what has been surveyed.
- Plan in hand (60% design) May 2017.

Possibility for modifying design?

There is some flexibility if it can fit within the project scope. A scope change, such as a uniform widening of the sidewalk, would significantly enhance cost (rough estimate of up to 50%) and extend the project timeline at least a year. A sidewalk expansion is expected to be very expensive because it affects crowning, drainage, forces ground work which can affect utilities, etc.

Other:

If bike lanes are put in on Park St. – need to think about bike parking (bike racks) as well.

Butte-Silver Bow County Commissioners

What's working on West Park Street?

- There have been lots of improvements lately with several properties
    - Resolving loitering at the City Center Motel
    - Better enforcement
    - New garbage collection system

What uses do you want to see on West Park Street?

- Things the students would want
    - Verizon store
    - Music venue
    - Coffee shop
    - Places to hang out
- Adding predictability for a wider range of uses could be a good thing
- Non-student residents of the immediate surrounding area are aging. Not sure what uses they would want to frequent along Park, not likely to walk to uses.

What would improve connections between Uptown and Tech?

- Want to see transit/trolley that links MT Tech & Uptown
    - Use equipment
- Uptown businesses need to cater to students more with specials, be more welcoming.

What would improve West Park Street?

- Sidewalks & lighting, they are inadequate and unattractive
    - LED street lights must be allowed.
    - Wider sidewalks would be better

- Code enforcement is a concern, in progress with Community Enrichment updates, Vacant Building registry. Will help to enforce for absentee or otherwise inattentive owners. Need to help homeowners that may not be able to, not go after them.
- Parking a challenge now, transit would help make it feasible to add more commercial and residential without needing to add so much parking
- Historic preservation very important, many buildings would be terrible to lose. However, there are some buildings that should be allowed to be demolished. Demo permit criteria might make sense.

Other:

- Bike lanes – hill from Excelsior to Tech seems really tough, connect riders to other options like trail and Granite.

Mary McCormick, Historic Preservation Board

What's working on West Park St.?

- Positive momentum/activity, particularly on the east end close to Uptown
- Preserved important buildings
- Great new business additions, such as the Hummingbird café and doctors office
- New painting happening in the mansion district
- Folk Festival is helping to change perceptions of Butte
- Dramatic setting
- People who grew up here are coming back
- Affordable properties, opportunities for investment

What's not working on West Park Street?

- Residents concerned about parking
- Sidewalks are in bad repair
- Absentee landlords who don't keep up their building
- Enforcement of existing codes

What type of uses would be appropriate on West Park Street?

- Live/work studios for artists
- Bed and breakfasts
- Light retail, e.g. clothing boutique
- Coffee shops
- Doctors office
- YMCA proposal for student housing

What type of uses would not be appropriate on West Park St.?

- Strip development (better in the flats)

Mixed Use:

- Keep a healthy mix of residential

- Little boutiques, coffee shops, restaurants (light commercial) would be greater closer to Tech but want to be careful not to pull students away from Uptown
- The area around Montana Street is becoming a sophisticated nightlife area – would like to see more of this – up to about Crystal – mostly on the north side of the street. Historically Butte was a cultural center.
- Keep the mansion area as strong residential

What funding is available for re-hab of historic buildings or structures?

- URA – 30% grant for the cost of doing rehab on a building.
- Outside the URA District, federal tax credit for interiors and exteriors – but need to be a really monumental project to make it worth it - 20% of investment as a tax credit for commercial properties. State matches tax credit by 5%.

Other:

- Mountain View Church turning into a studio and music venue. The area really needs this and it is very exciting!
- Tried to rezone Park St. for commercial before and it failed because of residents fear of parking.
- Sidewalk District idea.
- There is a misconception that historic preservation has all these demands. Really we only do design review when public monies are involved. If a developer is using private money, they can do whatever they want.
- Design and historic integrity really matter, so we need to be careful. But all for new infill that is compatible. The new Northwestern building is great.
- It is not try that we don't want to tear anything down. There are some homes and properties that have lost historic integrity and there are some dilapidated buildings that are not worth saving.
- Highlands Tech College and CPR have worked on some small house projects. Would like to grow this program.
- There is some appetite for volunteer days but it's a huge undertaking.

Jon Sesso, Butte-Silver Bow Planning Director

Regulations on West Park Street:

- The National Historic Landmark District covers a very large area, probably too large, but there are certain areas where these kinds of rules should apply, such as the West Park Street Corridor
- Historic Preservation Overlay that used to exist did not help with predictability, was seen as burdensome, that's why it was repealed.
- There was an attempt in '05 to change the zoning and expand C-2 zoning to Clark St. but owners pushed back because they thought it would become too commercial.
- Low impact commercial, C-1, would better complement the neighborhood around W. Park
- Consider a mixed-use overlay zone - Could hand pick the uses that are allowed. There are also T-transitional and L- Limited zoning functions that can be added.
- Might want to have height restrictions on the north side of the street for solar exposure.
- Like the idea of tying more by-right commercial uses to adaptive reuse of existing historic buildings.
- Want to keep with more residential closer to Tech; more commercial closer to Montana. Don't want to build too many uses immediately around Tech and not keep a reason for students to travel to Uptown.

- Issue with signs being too bright and on for too many hours.

Other:

- The YMCA is an important anchor for the Corridor, needs to be rehabilitated
- Recommend we talk to someone at the hospital as well as the high school

MATT VINCENT, CHIEF EXECUTIVE, CITY AND COUNTY OF BUTTE-SILVER BOW AND JOE MCCLAFFERTY, VICE CHANCELLOR, MONTANA TECH

What's working on West Park Street?

- History of Butte
- Hummingbird has been a catalyst

What's not working on West Park Street?

- The reputation (inc. Butte as a whole)
    - Tribal, dirty water, party town, etc.
- The hill and residential uses near campus is somewhat of a barrier to students continuing on Park St.
    - Granite St. doesn't have the hill – and has bike lane
- Need more of a grand entrance to the school – beautify, slow traffic etc.
- Need more reasons for students to travel down Park st.

Mix of uses:

- Vacancies need infill, don't want to limit development potential – defer to the market
- It's already functioning as a mixed use corridor
- Market opportunity for food service on Park St. – students don't like campus food

What other uses do students need/want?

- Retail
- Food Market
- Corner Store
- Place to hang out, WiFi/Coffee
- A Starbucks close to campus would be busy (open late)
- Electronics store
- Brew pub (Irish?!)
- More (quality!) student housing
    - Stock age of rentals is 150 years old
- Event space

Three wishes for West Park Street?

- Curb to curb enhancements – don't need 4 lanes of traffic
- Slow down traffic esp. coming over the hill
- Pedestrian friendly lighting
- Add landscaping, green space, park space

Transit:

- City has lots of transit capacity, open to improving connection between CBD and Tech
- Could add more dependable transit back and forth along Park to cater to students
    - More evening hours, frequency
- Testing free transit – has increased ridership about 30%

Other:

- New Living-Learning Center will help students feel more programed and connected
- Some students have quite a bit of disposable income
- Promote trail connections at MT Tech
- City is building 250 space parking structure next year - just east of Park St. on Montana
- A redo of City Center motel opens up new potential
- What about a bakery with tutors available for students

Don Blackketter, Chancellor of Montana Tech

What's working on West Park Street?

- Transportation convenience. No stop lights or signs.
- Some lovely homes that look nice and contribute to a good feel.
- Neighborhood south of campus is nice.

What's not working on West Park Street?

- Code enforcement
- I have trouble attracting students to Tech
    - The corridor has a feel of "Detroit"
    - If you grew up in LA, this is not a place you want to be
- We are missing students because housing is old and run down

Parking issues:

- Parking within corridor is insufficient to make it convenient
- Residents are challenged to find spaces
- Could provide alley-loaded parking
    - Good example of alley-loaded parking in the area
- Need to examine parking requirements in zoning ordinance

What uses do you want to see on West Park Street?

- Retail within the corridor. We have a captive audience.
- Uses catering to college kids outside of the Vu Villa.
- Frat houses and sororities along W. Park?
- Knock down or rehab rundown buildings close to campus and replace with whatever uses we want.
- Mix commercial and retail with student housing
- Live/work units closer to campus.
- College district should start at Excelsior. Emmett at bottom of hill forms southern boundary.

Vision for the Corridor:

- Boulevard Street would be nice
- A clean aesthetic/environment leading up to Tech
- Improved housing arrangements for students
  - Scarcity of quality housing
  - Recent housing study discusses student preferences for housing.
  - Renovations of existing housing stock is important
- Bozeman's downtown is a classic case of keeping historic downtowns.

How do we get there?

- Get city to ensure that codes are enforced
  - Only last winter did they say they need to shovel sidewalks
  - If you don't take out of bad stuff soon, the weather will…
- Convince long-time residents that this is a good vision
- Create competition. School is putting in dorms, which are nicer than housing in corridor, so it's attracting students away from the rundown units.
- Providing more housing creates more demand for retail services that the private sector will respond to
  - Retail may be more afraid of the summer than the school year.

Constant Contact Survey Results

Survey Name: West Park Street Corridor Community Survey

Full, unabridged comments shared in the survey are under a separate cover and can be obtained from the Butte-Silver Bow government office.

1. What is your relationship to the West Park Street Corridor? (Check all that apply)

	Number of Response(s)	Response Ratio
I reside on the corridor	22	8.00%
I own a business along the corridor	10	3.60%
I own property along the corridor	14	5.10%
I am a student or employee at Montana Tech	130	47.60%
I use the corridor on my commute to/from work	95	34.70%
I access businesses located within the corridor	121	44.30%
I live near the corridor	113	41.30%
I am a local government official	6	2.10%
I work for MDT	0	0.00%
Other	37	13.50%
Total	273	100%

2. What is your main mode of travel on the West Park Street Corridor? (Select one)

	Number of Response(s)	Response Ratio	(No response) removed	
Personal automobile, alone	205	57.10%	205	75.09%
Personal automobile, carpool	11	3.00%	11	4.03%
Bicycle	9	2.50%	9	3.30%
Walk	44	12.20%	44	16.12%
Bus/transit	2	<1%	2	0.73%
Other	2	<1%	2	0.73%
No Responses	86	23.90%	273	
Total	359	100%		

3. Putting yourself in the place of a pedestrian, on a scale of 1 to 10, how safe do you feel walking on the West Park Street corridor? (1 being very unsafe and 10 being very safe)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	**Very Unsafe**									**Very Safe**
	6	7	20	33	40	33	41	36	31	26
	2%	3%	7%	12%	15%	12%	15%	13%	11%	10%

4. Putting yourself in the place of a motorist, on a scale of 1 to 10, how safe do you feel driving on the West Park Street corridor? (1 being very unsafe and 10 being very safe)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	**Very Unsafe**									**Very Safe**
	5	3	11	23	30	36	50	39	36	40
	2%	1%	4%	8%	11%	13%	18%	14%	13%	15%

5. Reflecting on the last two questions, describe the factors that make you feel unsafe, if any.

188 Response(s)

6. On a scale of 1 to 10, how attractive is the West Park Street corridor overall? (1 being very unattractive and 10 being very attractive)

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	**Very Unattractive**									**Very Attractive**
	21	24	49	63	44	35	22	8	5	2
	8%	9%	18%	23%	16%	13%	8%	3%	2%	1%

7. Thinking back to the previous question, which parts of the corridor do you find MOST attractive? Why?

218 Response(s)

8. Which do you find LEAST attractive, why?

220 Response(s)

9. What about the corridor do you hope will not change?

189 Response(s)

10. What about the corridor do you hope would change?

209 Response(s)

11. What do you consider to be the most important issues facing the West Park Street corridor today?

189 Response(s)

12. If located in a building that fits the neighborhood character, which uses would be a good fit, along with residential uses, in the corridor? (check all that apply)

	Number of Response(s)	Response Ratio
Only existing / grandfathered, no new businesses	24	8.80%
Only residential uses	23	8.40%
New food service (e.g., coffee shop, café)	237	87.10%
New professional office (e.g., accountant or lawyer office)	142	52.20%
New small format retail (e.g., clothing shop, drugstore)	193	70.90%
New neighborhood services (e.g., dry-cleaning, daycare)	141	51.80%
New personal services (e.g., hair salon, tattoo parlor)	139	51.10%
New medical office (e.g., doctor, dentist)	124	45.50%
None - phase out existing businesses	4	1.40%
Total	272	100%

13. The following images depict different examples of cafe seating arrangements. Some of the images depict seating inside a business, some outside but closer to the business, and others outside but closer to the street. Please select the type of seating arrangements you prefer. Check all that apply.

	Number of Response(s)	Response Ratio
Outside seating, close to street	85	32.10%
Outside seating, sheltered from street	144	54.50%
Inside seating, exposed to sidewalk	157	59.40%
Outside seating, close to building	105	39.70%
Outside seating, buffered from sidewalk	120	45.40%
Pocket seating	168	63.60%
Total	264	100%

14. Do you prefer business signage that advertises for several businesses on the same sign, or single signs for individual businesses? Select one.

	Number of Response(s)	Response Ratio
Advertising multiple businesses	81	22.50%
Advertising one business	183	50.90%
No Responses	95	26.40%
Total	359	100%

15. The following images depict different forms of roadway landscaping. Please select the type of roadway landscaping you prefer. Select one.

	Number of Response(s)	Response Ratio
Sidewalk boulevard landscaping	175	48.70%
Sparse landscaping	17	4.70%
Median with landscaping	71	19.70%
No Responses	96	26.70%
Total	359	100%

16. The following images depict several examples of street lighting. Please select the lighting types that you feel are most appropriate for the West Park Street corridor. Check all that apply.

	Number of Response(s)	Response Ratio
Overhead pedestrian	127	47.70%
Bollard lighting	74	27.80%
"Cobra head"	10	3.70%
Antique	224	84.20%
Total	266	100%

17. The following images show a few examples of building architecture and design. Which of these building examples do you feel would be appropriate for the West Park Street Corridor (if any)? Check all that apply (or check none if you feel none are appropriate).

	Number of Response(s)	Response Ratio
Example 1	221	84.30%
Example 2	31	11.80%
Example 3	92	35.10%
Example 4	92	35.10%
Total	262	100%
77 Comment(s)		

USING THE IMAGE ABOVE AS REFERENCE, PLEASE READ EACH OF THE QUESTIONS BELOW, PLACING ONE CHECK MARK IN THE COLUMN WITH WHICH YOU MOST AGREE:

QUESTION	AGREE	DISAGREE
Are these buildings generally appropriate for the West Park Street Corridor?		too dense; yes but not until Washington St
The street lamps would be appropriate for the West Park Street Corridor.		what we have now UGLY
The amount of glazing (windows) in these structures would be appropriate for the West Park Street corridor?		
The landscaping would be appropriate for the West Park Street Corridor? too little landscaping. Agreed	could be better; need more in center of street	could add lower level planters too
I would enjoy walking here.	fair	

ADDITIONAL THOUGHTS:

There's not a lot of eye appeal here
This is too sterile

One or two of these would be ok, but not all of them
Needs more shade for summer
Disability access looks limited

USING THE IMAGE ABOVE AS REFERENCE, PLEASE READ EACH OF THE QUESTIONS BELOW, PLACING ONE CHECK MARK IN THE COLUMN WITH WHICH YOU MOST AGREE:

QUESTION	AGREE	DISAGREE
Is building #1 generally appropriate in the West Park Street Corridor?		
Is building #3 generally appropriate in the West Park Street Corridor?		
The street lamps would be appropriate for the West Park Street Corridor.		but need good lighting from them
The amount of windows at the street level in building #1 would be appropriate ifor the West Park Street Corridor?		
The amount of windows at the street level in building #2 would be appropriate ifor the West Park Street Corridor?		
The amount of windows at the street level in building #5 would be appropriate ifor the West Park Street Corridor?		
The landscaping would be appropriate for the West Park Street Corridor?	what landscaping?	what landscaping
I would enjoy walking here.		not sure no

ADDITIONAL THOUGHTS:

Handicap access?
Shade?
Stairs shouldn't encroach on sidewalk
Water spouts.

USING THE IMAGES ABOVE AS REFERENCE, PLEASE READ EACH OF THE QUESTIONS BELOW, PLACING ONE CHECK MARK IN THE COLUMN WITH WHICH YOU MOST AGREE:

QUESTION	AGREE	DISAGREE
Would the location of seating in picture 1, which replaces parking on the street, be appropriate for the West Park Street Corridor?		on the east end
Would the style of seating in picture 1 be appropriate for the West Park Street Corridor? not in winter		
I would enjoy walking in picture 1.		
Would the location of seating in picture 2 be appropriate for the West Park Street Corridor?		
Would the style of seating in picture 2 be appropriate for the West Park Street Corridor?		
I would enjoy walking in picture 2.		
Is the landscaping in picture 1 appropriate for the West Park Street Corridor?	for-need Trees!	– due to weather limitations quantity & type of vegetation must be practical + sustaining

ADDITIONAL THOUGHTS:

options on Landscape – but needed

shade needed in outside seating areas, along with pedestrian thorough fare

Bldg 1 | Bldg 2

space between businesses could share patio/seating which would not take up as much sidewalk space

too much commercial close to Tech is a "no-no"!
shuttle to existing uptown (or walk)

USING THE IMAGE ABOVE AS REFERENCE, PLEASE READ EACH OF THE QUESTIONS BELOW, PLACING ONE CHECK MARK IN THE COLUMN WITH WHICH YOU MOST AGREE:

QUESTION	AGREE	DISAGREE
Is the left-most building generally appropriate for the West Park Street Corridor?		
Is the middle building (red stucco) generally appropriate for the West Park Street Corridor?		(not an asset) too modern
Is the right-most building generally appropriate for the West Park Street Corridor?		doesn't appear to attract passers-by looks like garage - if smaller windows OK
The amount of windows at the street level in the right-most building would be appropriate for the West Park Street Corridor?	yes, but windows appear wasted	what is there to see through these windows — stairs!
The sidewalk provides enough space and would be appropriate for the West Park Street Corridor?	too much space	
The street lamps would be appropriate for the West Park Street Corridor?	(FAVORITE!) nice	but with high quality light
I would enjoy walking here.	fair more landscape	needs landscaping

ADDITIONAL THOUGHTS:

See Dark Sky friendly streetlamp comment - agreed

But you have to have a parking Solution

I Don't like the gating/bars on the red building

Having more grass + trees would be nicer for walking

NOTE: ALL OF THESE STREET VIEWS DON'T HAVE UTILITY POLES. CAN WE DO THIS TOO?

USING THE IMAGE ABOVE AS REFERENCE, PLEASE READ EACH OF THE QUESTIONS BELOW, PLACING ONE CHECK MARK IN THE COLUMN WITH WHICH YOU MOST AGREE:

QUESTION	AGREE	DISAGREE
Is the reuse of existing residential for commercial businesses appropriate for the West Park Street Corridor?	*DEFENDX	
The sidwalk provides enough space and would be appropriate for the West Park Street Corridor?		
Access to the brown house (via on street parking) would be appropriate for the buildings within the West Park Street corridor?		
The street lamps would be appropriate for the West Park Street Corridor?	Some	
The landscaping would be appropriate for the West Park Street Corridor?		
I would enjoy walking here.		

ADDITIONAL THOUGHTS:

Dark sky Friendly street lamps would be more appropriate. Agreed for all streets – need a parking solution

Brick sidewalk are hard on rolling suitcases, wheel chairs, etc

I AGREE DARK SKY (BUT HISTORIC) ~~STREET~~ LIGHTS SHOULD BE USED

I-LIKE THE INLAID PAVERS IN SIDEWALKS. MAY BE A WAY TO DISTINGUISH THE CORRIDOR.

need landscaping in a boulevard effect in middle of street

need

Historical street lamps – yes! But need to insure enough light


W PARK ST
N HENRY
N EXCELSIOR
W BROADWAY ST
CRESCENT ST
KELLEY MANSION
LAUNDROMAT
MOTHERLODE THEATER
KNIGHTS OF COLUMBUS
FIBER LOOP
CONDO w/ Restaurant below
BED & BREAKFAST
Parking
Pocket Park

ACS Housing Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	9,286		956	
Total Households	4,125		348	
Total Housing Units	4,927		359	
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	1,918	100.0%	236	
Less than $10,000	43	2.2%	52	
$10,000 to $14,999	14	0.7%	12	
$15,000 to $19,999	23	1.2%	23	
$20,000 to $24,999	73	3.8%	34	
$25,000 to $29,999	2	0.1%	3	
$30,000 to $34,999	37	1.9%	26	
$35,000 to $39,999	31	1.6%	36	
$40,000 to $49,999	147	7.7%	94	
$50,000 to $59,999	78	4.1%	62	
$60,000 to $69,999	159	8.3%	82	
$70,000 to $79,999	171	8.9%	92	
$80,000 to $89,999	203	10.6%	104	
$90,000 to $99,999	124	6.5%	51	
$100,000 to $124,999	175	9.1%	70	
$125,000 to $149,999	87	4.5%	60	
$150,000 to $174,999	125	6.5%	55	
$175,000 to $199,999	64	3.3%	49	
$200,000 to $249,999	184	9.6%	100	
$250,000 to $299,999	80	4.2%	43	
$300,000 to $399,999	39	2.0%	24	
$400,000 to $499,999	14	0.7%	22	
$500,000 to $749,999	27	1.4%	24	
$750,000 to $999,999	0	0.0%	0	
$1,000,000 or more	20	1.0%	30	
Median Home Value	$88,966		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	1,918	100.0%	236	
Housing units with a mortgage/contract to purchase/similar debt	1,004	52.3%	185	
Second mortgage only	29	1.5%	31	
Home equity loan only	80	4.2%	54	
Both second mortgage and home equity loan	13	0.7%	22	
No second mortgage and no home equity loan	883	46.0%	176	
Housing units without a mortgage	914	47.7%	171	
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

ACS Housing Summary

Butte Market Area
Area: 3.69 square miles

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	2,206	100.0%	300	
With cash rent	2,182	98.9%	299	
Less than $100	110	5.0%	107	
$100 to $149	0	0.0%	0	
$150 to $199	52	2.4%	63	
$200 to $249	200	9.1%	125	
$250 to $299	142	6.4%	85	
$300 to $349	100	4.5%	52	
$350 to $399	225	10.2%	107	
$400 to $449	285	12.9%	110	
$450 to $499	225	10.2%	96	
$500 to $549	307	13.9%	139	
$550 to $599	57	2.6%	50	
$600 to $649	178	8.1%	118	
$650 to $699	112	5.1%	70	
$700 to $749	41	1.9%	39	
$750 to $799	42	1.9%	51	
$800 to $899	48	2.2%	51	
$900 to $999	15	0.7%	24	
$1,000 to $1,249	43	1.9%	52	
$1,250 to $1,499	0	0.0%	0	
$1,500 to $1,999	0	0.0%	0	
$2,000 or more	0	0.0%	0	
No cash rent	25	1.1%	22	
Median Contract Rent	$446		N/A	
Average Contract Rent	$444		$90	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	2,206	100.0%	300	
Pay extra for one or more utilities	1,767	80.1%	262	
No extra payment for any utilities	440	19.9%	168	
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	4,927	100.0%	359	
1, detached	3,128	63.5%	317	
1, attached	15	0.3%	20	
2	419	8.5%	145	
3 or 4	546	11.1%	179	
5 to 9	158	3.2%	101	
10 to 19	390	7.9%	152	
20 to 49	187	3.8%	112	
50 or more	71	1.4%	48	
Mobile home	13	0.3%	14	
Boat, RV, van, etc.	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

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ACS Housing Summary

Butte Market Area
Area: 3.69 square miles

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	4,927	100.0%	359	
Built 2010 or later	9	0.2%	14	
Built 2000 to 2009	100	2.0%	51	
Built 1990 to 1999	149	3.0%	73	
Built 1980 to 1989	85	1.7%	50	
Built 1970 to 1979	82	1.7%	63	
Built 1960 to 1969	83	1.7%	64	
Built 1950 to 1959	335	6.8%	114	
Built 1940 to 1949	597	12.1%	185	
Built 1939 or earlier	3,486	70.8%	336	
Median Year Structure Built	1939		N/A	

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	4,125	100.0%	348	
Owner occupied				
Moved in 2010 or later	129	3.1%	77	
Moved in 2000 to 2009	789	19.1%	189	
Moved in 1990 to 1999	418	10.1%	128	
Moved in 1980 to 1989	223	5.4%	93	
Moved in 1970 to 1979	152	3.7%	71	
Moved in 1969 or earlier	208	5.0%	71	
Renter occupied				
Moved in 2010 or later	1,004	24.3%	253	
Moved in 2000 to 2009	1,059	25.7%	216	
Moved in 1990 to 1999	118	2.9%	72	
Moved in 1980 to 1989	15	0.4%	18	
Moved in 1970 to 1979	9	0.2%	17	
Moved in 1969 or earlier	2	0.0%	3	
Median Year Householder Moved Into Unit	2005		N/A	

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	4,125	100.0%	348	
Utility gas	3,433	83.2%	339	
Bottled, tank, or LP gas	78	1.9%	42	
Electricity	410	9.9%	125	
Fuel oil, kerosene, etc.	0	0.0%	0	
Coal or coke	0	0.0%	0	
Wood	163	4.0%	75	
Solar energy	0	0.0%	0	
Other fuel	21	0.5%	26	
No fuel used	19	0.5%	34	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	4,125	100.0%	348	
Owner occupied				
No vehicle available	54	1.3%	42	
1 vehicle available	573	13.9%	147	
2 vehicles available	745	18.1%	158	
3 vehicles available	317	7.7%	111	
4 vehicles available	150	3.6%	98	
5 or more vehicles available	79	1.9%	58	
Renter occupied				
No vehicle available	505	12.2%	169	
1 vehicle available	1,050	25.5%	232	
2 vehicles available	592	14.4%	170	
3 vehicles available	31	0.8%	40	
4 vehicles available	28	0.7%	39	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	1.6		0.2	

Data Note: N/A means not available.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.

Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Housing Profile

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
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Population		Households	
2010 Total Population	8,861	2015 Median Household Income	$27,337
2015 Total Population	9,027	2020 Median Household Income	$29,205
2020 Total Population	9,174	2015-2020 Annual Rate	1.33%
2015-2020 Annual Rate	0.32%		

	Census 2010		2015		2020	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	4,721	100.0%	4,891	100.0%	5,028	100.0%
Occupied	3,982	84.3%	4,126	84.4%	4,226	84.0%
Owner	2,051	43.4%	1,960	40.1%	1,978	39.3%
Renter	1,931	40.9%	2,166	44.3%	2,248	44.7%
Vacant	739	15.7%	765	15.6%	802	16.0%

	2015		2020	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	1,962	100.0%	1,977	100.0%
<$50,000	120	6.1%	84	4.2%
$50,000-$99,999	371	18.9%	334	16.9%
$100,000-$149,999	436	22.2%	390	19.7%
$150,000-$199,999	321	16.4%	273	13.8%
$200,000-$249,999	240	12.2%	260	13.2%
$250,000-$299,999	161	8.2%	197	10.0%
$300,000-$399,999	157	8.0%	176	8.9%
$400,000-$499,999	67	3.4%	115	5.8%
$500,000-$749,999	50	2.5%	74	3.7%
$750,000-$999,999	11	0.6%	28	1.4%
$1,000,000+	28	1.4%	46	2.3%
Median Value	$158,411		$183,059	
Average Value	$204,256		$241,755	

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

October 13, 2015

Housing Profile

Butte Market Area
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Prepared by Esri
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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	2,051	100.0%
Owned with a Mortgage/Loan	1,155	56.3%
Owned Free and Clear	896	43.7%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	739	100.0%
For Rent	210	28.4%
Rented- Not Occupied	25	3.4%
For Sale Only	60	8.1%
Sold - Not Occupied	26	3.5%
Seasonal/Recreational/Occasional Use	52	7.0%
For Migrant Workers	0	0.0%
Other Vacant	328	44.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	3,980	2,050	51.5%
15-24	583	73	12.5%
25-34	647	196	30.3%
35-44	569	299	52.5%
45-54	801	445	55.6%
55-64	702	486	69.2%
65-74	381	307	80.6%
75-84	206	173	84.0%
85+	91	71	78.0%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	3,984	2,052	51.5%
White Alone	3,750	1,987	53.0%
Black/African American	14	2	14.3%
American Indian/Alaska	93	28	30.1%
Asian Alone	9	1	11.1%
Pacific Islander Alone	5	1	20.0%
Other Race Alone	38	18	47.4%
Two or More Races	75	15	20.0%
Hispanic Origin	160	79	49.4%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	3,983	2,052	51.5%
1-Person	1,614	686	42.5%
2-Person	1,274	745	58.5%
3-Person	534	278	52.1%
4-Person	338	207	61.2%
5-Person	137	88	64.2%
6-Person	57	32	56.1%
7+ Person	29	16	55.2%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

October 13, 2015

ACS Population Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	9,286		956	high
Total Households	4,125		348	high
Total Housing Units	4,927		359	high
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	7,664	100.0%	719	high
Never married	3,156	41.2%	447	high
Married	3,013	39.3%	324	high
Widowed	466	6.1%	144	medium
Divorced	1,029	13.4%	213	medium
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	8,956	100.0%	913	high
Enrolled in school	2,666	29.8%	415	high
Enrolled in nursery school, preschool	27	0.3%	23	low
Public school	26	0.3%	23	low
Private school	2	0.0%	2	low
Enrolled in kindergarten	201	2.2%	128	medium
Public school	201	2.2%	128	medium
Private school	0	0.0%	0	
Enrolled in grade 1 to grade 4	606	6.8%	192	medium
Public school	520	5.8%	172	medium
Private school	86	1.0%	85	low
Enrolled in grade 5 to grade 8	259	2.9%	107	medium
Public school	217	2.4%	97	medium
Private school	42	0.5%	46	low
Enrolled in grade 9 to grade 12	399	4.5%	184	medium
Public school	390	4.4%	183	medium
Private school	9	0.1%	16	low
Enrolled in college undergraduate years	999	11.2%	274	medium
Public school	967	10.8%	274	medium
Private school	33	0.4%	45	low
Enrolled in graduate or professional school	176	2.0%	109	medium
Public school	176	2.0%	109	medium
Private school	0	0.0%	0	
Not enrolled in school	6,290	70.2%	546	high
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	5,754	100.0%	556	high
No schooling completed	34	0.6%	62	low
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	0	0.0%	0	
5-8th Grade	144	2.5%	80	medium
Some High School	268	4.7%	89	medium
High School Diploma	1,612	28.0%	284	high
GED	529	9.2%	177	medium
Some College	1,461	25.4%	251	high
Associate's degree	540	9.4%	184	medium
Bachelor's degree	803	14.0%	215	medium
Master's degree	237	4.1%	120	medium
Professional school degree	34	0.6%	32	low
Doctorate degree	92	1.6%	62	low

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

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ACS Population Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	8,806	100.0%	903	
5 to 17 years				
Speak only English	1,439	16.3%	380	
Speak Spanish	19	0.2%	30	
Speak English "very well" or "well"	19	0.2%	30	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	2	0.0%	6	
Speak English "very well" or "well"	2	0.0%	6	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	5,870	66.7%	636	
Speak Spanish	188	2.1%	113	
Speak English "very well" or "well"	188	2.1%	115	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	135	1.5%	84	
Speak English "very well" or "well"	135	1.5%	84	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	221	2.5%	177	
Speak English "very well" or "well"	221	2.5%	149	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	899	10.2%	182	
Speak Spanish	11	0.1%	12	
Speak English "very well" or "well"	11	0.1%	12	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	22	0.2%	20	
Speak English "very well" or "well"	22	0.2%	20	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	3,839	100.0%	508	high
Worked in state and in county of residence	3,334	86.8%	444	high
Worked in state and outside county of residence	431	11.2%	184	medium
Worked outside state of residence	74	1.9%	69	low
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	3,839	100.0%	508	high
Drove alone	2,805	73.1%	436	high
Carpooled	346	9.0%	146	medium
Public transportation (excluding taxicab)	7	0.2%	9	low
Bus or trolley bus	7	0.2%	9	low
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	0	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	21	0.5%	36	low
Walked	350	9.1%	119	medium
Other means	214	5.6%	118	medium
Worked at home	95	2.5%	52	medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	3,744	100.0%	504	high
Less than 5 minutes	263	7.0%	121	medium
5 to 9 minutes	905	24.2%	208	medium
10 to 14 minutes	815	21.8%	224	medium
15 to 19 minutes	908	24.3%	232	medium
20 to 24 minutes	288	7.7%	118	medium
25 to 29 minutes	104	2.8%	84	low
30 to 34 minutes	187	5.0%	102	medium
35 to 39 minutes	23	0.6%	34	low
40 to 44 minutes	16	0.4%	26	low
45 to 59 minutes	181	4.8%	107	medium
60 to 89 minutes	21	0.6%	27	low
90 or more minutes	33	0.9%	30	low
Average Travel Time to Work (in minutes)	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

esri

ACS Population Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	3,959	100.0%	514	high
Management	146	3.7%	88	medium
Business and financial operations	48	1.2%	35	low
Computer and mathematical	37	0.9%	32	low
Architecture and engineering	122	3.1%	77	medium
Life, physical, and social science	73	1.8%	51	low
Community and social services	104	2.6%	61	medium
Legal	13	0.3%	18	low
Education, training, and library	229	5.8%	108	medium
Arts, design, entertainment, sports, and media	94	2.4%	66	low
Healthcare practitioner, technologists, and technicians	312	7.9%	142	medium
Healthcare support	201	5.1%	111	medium
Protective service	112	2.8%	71	medium
Food preparation and serving related	472	11.9%	176	medium
Building and grounds cleaning and maintenance	156	3.9%	86	medium
Personal care and service	202	5.1%	83	medium
Sales and related	324	8.2%	112	medium
Office and administrative support	469	11.8%	177	medium
Farming, fishing, and forestry	18	0.5%	28	low
Construction and extraction	171	4.3%	70	medium
Installation, maintenance, and repair	132	3.3%	82	medium
Production	167	4.2%	91	medium
Transportation and material moving	358	9.0%	182	medium
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	3,959	100.0%	514	high
Agriculture, forestry, fishing and hunting	38	1.0%	36	low
Mining, quarrying, and oil and gas extraction	16	0.4%	19	low
Construction	133	3.4%	58	medium
Manufacturing	213	5.4%	121	medium
Wholesale trade	53	1.3%	33	medium
Retail trade	539	13.6%	199	medium
Transportation and warehousing	133	3.4%	101	low
Utilities	84	2.1%	59	low
Information	57	1.4%	55	low
Finance and insurance	81	2.0%	51	medium
Real estate and rental and leasing	40	1.0%	47	low
Professional, scientific, and technical services	111	2.8%	58	medium
Management of companies and enterprises	10	0.3%	13	low
Administrative and support and waste management services	153	3.9%	95	medium
Educational services	455	11.5%	152	medium
Health care and social assistance	913	23.1%	218	medium
Arts, entertainment, and recreation	77	1.9%	59	low
Accommodation and food services	507	12.8%	181	medium
Other services, except public administration	162	4.1%	111	low
Public administration	187	4.7%	73	medium
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	2,460	100.0%	342	high
Own children under 6 years only	143	5.8%	76	medium
In labor force	59	2.4%	40	low
Not in labor force	83	3.4%	66	low
Own children under 6 years and 6 to 17 years	147	6.0%	93	medium
In labor force	113	4.6%	80	low
Not in labor force	34	1.4%	47	low
Own children 6 to 17 years only	558	22.7%	182	medium
In labor force	326	13.3%	125	medium
Not in labor force	232	9.4%	134	medium
No own children under 18 years	1,613	65.6%	268	high
In labor force	1,103	44.8%	211	high
Not in labor force	511	20.8%	146	medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

ACS Population Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	8,752	100.0%	940	
Under .50	1,001	11.4%	388	
.50 to .99	2,086	23.8%	601	
1.00 to 1.24	727	8.3%	302	
1.25 to 1.49	667	7.6%	297	
1.50 to 1.84	703	8.0%	277	
1.85 to 1.99	48	0.5%	29	
2.00 and over	3,520	40.2%	640	
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	9,037	100.0%	952	
Under 18 years:	1,941	21.5%	431	
One Type of Health Insurance:	1,793	19.8%	424	
Employer-Based Health Ins Only	654	7.2%	294	
Direct-Purchase Health Ins Only	58	0.6%	45	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	1,060	11.7%	353	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	21	0.2%	39	
2+ Types of Health Insurance	83	0.9%	69	
No Health Insurance Coverage	64	0.7%	65	
18 to 34 years:	2,686	29.7%	476	
One Type of Health Insurance:	1,831	20.3%	386	
Employer-Based Health Ins Only	1,111	12.3%	304	
Direct-Purchase Health Ins Only	389	4.3%	197	
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	266	2.9%	143	
TRICARE/Military Hlth Cov Only	20	0.2%	34	
VA Health Care Only	46	0.5%	59	
2+ Types of Health Insurance	124	1.4%	59	
No Health Insurance Coverage	730	8.1%	233	
35 to 64 years:	3,499	38.7%	436	
One Type of Health Insurance:	1,932	21.4%	316	
Employer-Based Health Ins Only	1,152	12.7%	282	
Direct-Purchase Health Ins Only	205	2.3%	97	
Medicare Coverage Only	174	1.9%	83	
Medicaid Coverage Only	352	3.9%	126	
TRICARE/Military Hlth Cov Only	21	0.2%	37	
VA Health Care Only	27	0.3%	38	
2+ Types of Health Insurance	506	5.6%	168	
No Health Insurance Coverage	1,062	11.8%	292	
65+ years:	912	10.1%	181	
One Type of Health Insurance:	219	2.4%	87	
Employer-Based Health Ins Only	2	0.0%	4	
Direct-Purchase Health Ins Only	0	0.0%	0	
Medicare Coverage Only	218	2.4%	87	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	692	7.7%	177	
No Health Insurance Coverage	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	7,346	100.0%	668	high
Veteran	903	12.3%	200	medium
Nonveteran	6,443	87.7%	622	high
Male	3,914	53.3%	459	high
Veteran	879	12.0%	200	medium
Nonveteran	3,035	41.3%	425	high
Female	3,432	46.7%	391	high
Veteran	24	0.3%	25	low
Nonveteran	3,408	46.4%	391	high
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	903	100.0%	200	medium
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	67	7.4%	77	low
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	51	5.6%	60	high
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	0	
Gulf War (8/90 to 8/01), no Vietnam Era	156	17.3%	108	low
Gulf War (8/90 to 8/01) and Vietnam Era	21	2.3%	37	low
Vietnam Era, no Korean War, no World War II	272	30.1%	95	medium
Vietnam Era and Korean War, no World War II	0	0.0%	0	
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	44	4.9%	32	low
Korean War and World War II, no Vietnam Era	1	0.1%	2	low
World War II, no Korean War, no Vietnam Era	16	1.8%	25	low
Between Gulf War and Vietnam Era only	215	23.8%	119	medium
Between Vietnam Era and Korean War only	54	6.0%	36	low
Between Korean War and World War II only	7	0.8%	20	low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	4,125	100.0%	348	high
Income in the past 12 months below poverty level	1,379	33.4%	278	medium
Married-couple family	181	4.4%	92	medium
Other family - male householder (no wife present)	52	1.3%	52	low
Other family - female householder (no husband present)	311	7.5%	149	medium
Nonfamily household - male householder	604	14.6%	210	medium
Nonfamily household - female householder	230	5.6%	98	medium
Income in the past 12 months at or above poverty level	2,746	66.6%	289	high
Married-couple family	1,061	25.7%	204	high
Other family - male householder (no wife present)	143	3.5%	93	medium
Other family - female householder (no husband present)	229	5.6%	82	medium
Nonfamily household - male householder	679	16.5%	177	medium
Nonfamily household - female householder	633	15.3%	158	medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

ACS Population Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	4,125	100.0%	348	high
Less than $10,000	706	17.1%	221	medium
$10,000 to $14,999	517	12.5%	162	medium
$15,000 to $19,999	386	9.4%	132	medium
$20,000 to $24,999	418	10.1%	145	medium
$25,000 to $29,999	183	4.4%	80	medium
$30,000 to $34,999	226	5.5%	101	medium
$35,000 to $39,999	256	6.2%	101	medium
$40,000 to $44,999	148	3.6%	72	medium
$45,000 to $49,999	178	4.3%	92	medium
$50,000 to $59,999	291	7.1%	119	medium
$60,000 to $74,999	269	6.5%	94	medium
$75,000 to $99,999	308	7.5%	129	medium
$100,000 to $124,999	127	3.1%	76	medium
$125,000 to $149,999	29	0.7%	19	medium
$150,000 to $199,999	22	0.5%	25	low
$200,000 or more	60	1.5%	44	low
Median Household Income	$25,854		N/A	
Average Household Income	$39,640		$6,261	high
Per Capita Income	$18,049		$3,015	high
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	531	100.0%	169	medium
Less than $10,000	131	24.7%	103	low
$10,000 to $14,999	92	17.3%	72	low
$15,000 to $19,999	57	10.7%	58	low
$20,000 to $24,999	97	18.3%	70	low
$25,000 to $29,999	13	2.4%	22	low
$30,000 to $34,999	49	9.2%	60	low
$35,000 to $39,999	0	0.0%	0	
$40,000 to $44,999	13	2.4%	23	low
$45,000 to $49,999	7	1.3%	34	low
$50,000 to $59,999	3	0.6%	5	low
$60,000 to $74,999	23	4.3%	21	low
$75,000 to $99,999	15	2.8%	24	low
$100,000 to $124,999	31	5.8%	47	low
$125,000 to $149,999	0	0.0%	0	
$150,000 to $199,999	0	0.0%	0	
$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	$18,482		N/A	
Average Household Income for HHr <25	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

October 13, 2015

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	1,285	100.0%	263	medium
Less than $10,000	183	14.2%	111	medium
$10,000 to $14,999	100	7.8%	59	medium
$15,000 to $19,999	90	7.0%	82	low
$20,000 to $24,999	232	18.1%	120	medium
$25,000 to $29,999	64	5.0%	46	low
$30,000 to $34,999	23	1.8%	23	low
$35,000 to $39,999	92	7.2%	70	low
$40,000 to $44,999	69	5.4%	56	low
$45,000 to $49,999	79	6.1%	72	low
$50,000 to $59,999	142	11.1%	99	low
$60,000 to $74,999	20	1.6%	30	low
$75,000 to $99,999	85	6.6%	74	low
$100,000 to $124,999	74	5.8%	57	low
$125,000 to $149,999	0	0.0%	0	
$150,000 to $199,999	16	1.2%	25	low
$200,000 or more	15	1.2%	25	low
Median Household Income for HHr 25-44	$27,718		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	1,697	100.0%	254	high
Less than $10,000	360	21.2%	167	medium
$10,000 to $14,999	198	11.7%	87	medium
$15,000 to $19,999	129	7.6%	67	medium
$20,000 to $24,999	63	3.7%	44	low
$25,000 to $29,999	79	4.7%	53	low
$30,000 to $34,999	80	4.7%	62	low
$35,000 to $39,999	140	8.2%	70	medium
$40,000 to $44,999	52	3.1%	41	low
$45,000 to $49,999	70	4.1%	56	low
$50,000 to $59,999	85	5.0%	48	medium
$60,000 to $74,999	181	10.7%	80	medium
$75,000 to $99,999	177	10.4%	99	medium
$100,000 to $124,999	10	0.6%	14	low
$125,000 to $149,999	22	1.3%	15	low
$150,000 to $199,999	5	0.3%	7	low
$200,000 or more	45	2.7%	36	low
Median Household Income for HHr 45-64	$31,077		N/A	
Average Household Income for HHr 45-64	N/A		N/A	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

ACS Population Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	612	100.0%	126	
Less than $10,000	33	5.4%	31	
$10,000 to $14,999	126	20.6%	96	
$15,000 to $19,999	109	17.8%	57	
$20,000 to $24,999	25	4.1%	17	
$25,000 to $29,999	26	4.2%	29	
$30,000 to $34,999	74	12.1%	53	
$35,000 to $39,999	23	3.8%	25	
$40,000 to $44,999	14	2.3%	21	
$45,000 to $49,999	22	3.6%	24	
$50,000 to $59,999	61	10.0%	43	
$60,000 to $74,999	46	7.5%	39	
$75,000 to $99,999	31	5.1%	24	
$100,000 to $124,999	12	2.0%	15	
$125,000 to $149,999	7	1.1%	12	
$150,000 to $199,999	2	0.3%	2	
$200,000 or more	0	0.0%	0	
Median Household Income for HHr 65+	$27,237		N/A	
Average Household Income for HHr 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	4,125	100.0%	348	
With public assistance income	96	2.3%	58	
No public assistance income	4,028	97.7%	349	
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	4,125	100.0%	348	
With Food Stamps/SNAP	1,075	26.1%	237	
With No Food Stamps/SNAP	3,050	73.9%	305	
HOUSEHOLDS BY DISABILITY STATUS				
Total	4,125	100.0%	348	
With 1+ Persons w/Disability	1,371	33.2%	262	
With No Person w/Disability	2,753	66.7%	308	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2013, adjusted for inflation.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow—use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

Community Profile

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
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Population Summary	
2000 Total Population	9,215
2010 Total Population	8,861
2015 Total Population	9,027
2015 Group Quarters	592
2020 Total Population	9,174
2015-2020 Annual Rate	0.32%
Household Summary	
2000 Households	4,037
2000 Average Household Size	2.15
2010 Households	3,982
2010 Average Household Size	2.08
2015 Households	4,126
2015 Average Household Size	2.04
2020 Households	4,226
2020 Average Household Size	2.03
2015-2020 Annual Rate	0.48%
2010 Families	1,856
2010 Average Family Size	2.84
2015 Families	1,893
2015 Average Family Size	2.79
2020 Families	1,917
2020 Average Family Size	2.78
2015-2020 Annual Rate	0.25%
Housing Unit Summary	
2000 Housing Units	4,921
Owner Occupied Housing Units	45.5%
Renter Occupied Housing Units	36.5%
Vacant Housing Units	18.0%
2010 Housing Units	4,721
Owner Occupied Housing Units	43.4%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	15.7%
2015 Housing Units	4,891
Owner Occupied Housing Units	40.1%
Renter Occupied Housing Units	44.3%
Vacant Housing Units	15.6%
2020 Housing Units	5,028
Owner Occupied Housing Units	39.3%
Renter Occupied Housing Units	44.7%
Vacant Housing Units	16.0%
Median Household Income	
2015	$27,337
2020	$29,205
Median Home Value	
2015	$158,411
2020	$183,059
Per Capita Income	
2015	$19,443
2020	$22,097
Median Age	
2010	33.7
2015	34.4
2020	35.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 13, 2015

Community Profile

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2015 Households by Income	
Household Income Base	4,126
<$15,000	23.8%
$15,000 - $24,999	21.5%
$25,000 - $34,999	15.6%
$35,000 - $49,999	10.3%
$50,000 - $74,999	14.5%
$75,000 - $99,999	5.2%
$100,000 - $149,999	6.8%
$150,000 - $199,999	1.0%
$200,000+	1.3%
Average Household Income	$42,617
2020 Households by Income	
Household Income Base	4,226
<$15,000	24.4%
$15,000 - $24,999	18.2%
$25,000 - $34,999	14.8%
$35,000 - $49,999	10.0%
$50,000 - $74,999	13.7%
$75,000 - $99,999	6.8%
$100,000 - $149,999	9.2%
$150,000 - $199,999	1.3%
$200,000+	1.5%
Average Household Income	$48,072
2015 Owner Occupied Housing Units by Value	
Total	1,960
<$50,000	6.1%
$50,000 - $99,999	18.9%
$100,000 - $149,999	22.2%
$150,000 - $199,999	16.4%
$200,000 - $249,999	12.2%
$250,000 - $299,999	8.2%
$300,000 - $399,999	8.0%
$400,000 - $499,999	3.4%
$500,000 - $749,999	2.6%
$750,000 - $999,999	0.6%
$1,000,000 +	1.4%
Average Home Value	$204,256
2020 Owner Occupied Housing Units by Value	
Total	1,978
<$50,000	4.2%
$50,000 - $99,999	16.9%
$100,000 - $149,999	19.7%
$150,000 - $199,999	13.8%
$200,000 - $249,999	13.1%
$250,000 - $299,999	10.0%
$300,000 - $399,999	8.9%
$400,000 - $499,999	5.8%
$500,000 - $749,999	3.7%
$750,000 - $999,999	1.4%
$1,000,000 +	2.3%
Average Home Value	$241,755

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 13, 2015

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

2010 Population by Age	
Total	8,859
0 - 4	5.7%
5 - 9	4.9%
10 - 14	4.9%
15 - 24	22.5%
25 - 34	13.7%
35 - 44	11.3%
45 - 54	15.1%
55 - 64	11.7%
65 - 74	6.0%
75 - 84	3.1%
85 +	1.2%
18 +	81.3%
2015 Population by Age	
Total	9,029
0 - 4	5.6%
5 - 9	4.6%
10 - 14	4.6%
15 - 24	18.7%
25 - 34	17.3%
35 - 44	11.0%
45 - 54	13.1%
55 - 64	13.2%
65 - 74	7.2%
75 - 84	3.4%
85 +	1.3%
18 +	82.4%
2020 Population by Age	
Total	9,173
0 - 4	5.7%
5 - 9	4.5%
10 - 14	4.4%
15 - 24	17.1%
25 - 34	18.0%
35 - 44	10.9%
45 - 54	11.8%
55 - 64	13.5%
65 - 74	8.9%
75 - 84	4.0%
85 +	1.4%
18 +	82.7%
2010 Population by Sex	
Males	4,845
Females	4,016
2015 Population by Sex	
Males	4,934
Females	4,093
2020 Population by Sex	
Males	4,987
Females	4,187

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 13, 2015

2010 Population by Race/Ethnicity	
Total	8,862
White Alone	91.5%
Black Alone	0.6%
American Indian Alone	3.4%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	2.7%
Hispanic Origin	5.0%
Diversity Index	24.1
2015 Population by Race/Ethnicity	
Total	9,028
White Alone	90.2%
Black Alone	0.9%
American Indian Alone	3.5%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.5%
Two or More Races	3.0%
Hispanic Origin	6.1%
Diversity Index	27.8
2020 Population by Race/Ethnicity	
Total	9,175
White Alone	88.7%
Black Alone	1.3%
American Indian Alone	3.6%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	3.4%
Hispanic Origin	7.2%
Diversity Index	31.7
2010 Population by Relationship and Household Type	
Total	8,861
In Households	93.3%
In Family Households	61.9%
Householder	20.7%
Spouse	13.3%
Child	22.9%
Other relative	2.5%
Nonrelative	2.5%
In Nonfamily Households	31.4%
In Group Quarters	6.7%
Institutionalized Population	3.1%
Noninstitutionalized Population	3.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 13, 2015

Community Profile

Butte Market Area
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2015 Population 25+ by Educational Attainment	
Total	6,009
Less than 9th Grade	2.6%
9th - 12th Grade, No Diploma	4.0%
High School Graduate	28.3%
GED/Alternative Credential	7.2%
Some College, No Degree	27.2%
Associate Degree	9.5%
Bachelor's Degree	14.5%
Graduate/Professional Degree	6.7%
2015 Population 15+ by Marital Status	
Total	7,695
Never Married	42.9%
Married	36.2%
Widowed	6.4%
Divorced	14.5%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	93.6%
Civilian Unemployed	6.4%
2015 Employed Population 16+ by Industry	
Total	4,319
Agriculture/Mining	1.5%
Construction	3.8%
Manufacturing	2.2%
Wholesale Trade	0.5%
Retail Trade	12.8%
Transportation/Utilities	6.2%
Information	0.2%
Finance/Insurance/Real Estate	1.9%
Services	63.1%
Public Administration	7.6%
2015 Employed Population 16+ by Occupation	
Total	4,318
White Collar	49.7%
Management/Business/Financial	7.6%
Professional	24.7%
Sales	6.5%
Administrative Support	10.9%
Services	29.1%
Blue Collar	21.2%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	2.8%
Installation/Maintenance/Repair	2.0%
Production	5.8%
Transportation/Material Moving	10.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 13, 2015

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Community Profile

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2010 Households by Type	
Total	3,982
Households with 1 Person	40.5%
Households with 2+ People	59.5%
Family Households	46.6%
Husband-wife Families	29.8%
With Related Children	11.9%
Other Family (No Spouse Present)	16.8%
Other Family with Male Householder	5.7%
With Related Children	3.5%
Other Family with Female Householder	11.0%
With Related Children	7.5%
Nonfamily Households	12.9%
All Households with Children	23.3%
Multigenerational Households	2.0%
Unmarried Partner Households	8.3%
Male-female	7.7%
Same-sex	0.6%
2010 Households by Size	
Total	3,982
1 Person Household	40.5%
2 Person Household	32.0%
3 Person Household	13.4%
4 Person Household	8.5%
5 Person Household	3.4%
6 Person Household	1.4%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	3,982
Owner Occupied	51.5%
Owned with a Mortgage/Loan	29.0%
Owned Free and Clear	22.5%
Renter Occupied	48.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

October 13, 2015

Business Summary

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
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Data for all businesses in area	
Total Businesses:	639
Total Employees:	6,719
Total Residential Population:	9,027
Employee/Residential Population Ratio:	0.74:1

	Businesses		Employees	
by SIC Codes	**Number**	**Percent**	**Number**	**Percent**
Agriculture & Mining	4	0.6%	174	2.6%
Construction	24	3.8%	177	2.6%
Manufacturing	19	3.0%	256	3.8%
Transportation	10	1.6%	61	0.9%
Communication	2	0.3%	13	0.2%
Utility	3	0.5%	38	0.6%
Wholesale Trade	23	3.6%	100	1.5%
Retail Trade Summary	113	17.7%	742	11.0%
Home Improvement	3	0.5%	25	0.4%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	6	0.9%	132	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	7	1.1%	43	0.6%
Apparel & Accessory Stores	9	1.4%	19	0.3%
Furniture & Home Furnishings	9	1.4%	38	0.6%
Eating & Drinking Places	40	6.3%	325	4.8%
Miscellaneous Retail	39	6.1%	160	2.4%
Finance, Insurance, Real Estate Summary	63	9.9%	117	1.7%
Banks, Savings & Lending Institutions	32	5.0%	20	0.3%
Securities Brokers	6	0.9%	18	0.3%
Insurance Carriers & Agents	12	1.9%	34	0.5%
Real Estate, Holding, Other Investment Offices	13	2.0%	45	0.7%
Services Summary	273	42.7%	3,354	49.9%
Hotels & Lodging	4	0.6%	21	0.3%
Automotive Services	9	1.4%	30	0.4%
Motion Pictures & Amusements	12	1.9%	36	0.5%
Health Services	62	9.7%	1,319	19.6%
Legal Services	13	2.0%	54	0.8%
Education Institutions & Libraries	16	2.5%	751	11.2%
Other Services	158	24.7%	1,144	17.0%
Government	82	12.8%	1,481	22.0%
Unclassified Establishments	21	3.3%	207	3.1%
Totals	639	100.0%	6,719	100.0%

October 13, 2015

Retail Market Potential

Butte Market Area
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Prepared by Esri
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Longitude: -112.548019

Demographic Summary	2015	2020
Population	9,027	9,174
Population 18+	7,441	7,583
Households	4,126	4,226
Median Household Income	$27,337	$29,205

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,687	49.5%	103
Bought any women's clothing in last 12 months	3,321	44.6%	99
Bought clothing for child <13 years in last 6 months	1,822	24.5%	87
Bought any shoes in last 12 months	3,957	53.2%	97
Bought costume jewelry in last 12 months	1,354	18.2%	91
Bought any fine jewelry in last 12 months	1,345	18.1%	93
Bought a watch in last 12 months	733	9.9%	86
Automobiles (Households)			
HH owns/leases any vehicle	3,483	84.4%	99
HH bought/leased new vehicle last 12 mo	278	6.7%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,343	85.2%	100
Bought/changed motor oil in last 12 months	3,899	52.4%	105
Had tune-up in last 12 months	2,355	31.6%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,469	60.1%	92
Drank regular cola in last 6 months	3,647	49.0%	107
Drank beer/ale in last 6 months	3,203	43.0%	102
Cameras (Adults)			
Own digital point & shoot camera	2,147	28.9%	89
Own digital single-lens reflex (SLR) camera	609	8.2%	95
Bought any camera in last 12 months	466	6.3%	87
Bought memory card for camera in last 12 months	395	5.3%	92
Printed digital photos in last 12 months	202	2.7%	80
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,803	37.7%	103
Have a smartphone	3,420	46.0%	94
Have an iPhone	1,176	15.8%	85
Number of cell phones in household: 1	1,572	38.1%	119
Number of cell phones in household: 2	1,516	36.7%	99
Number of cell phones in household: 3+	763	18.5%	74
HH has cell phone only (no landline telephone)	2,062	50.0%	132
Computers (Households)			
HH owns a computer	3,054	74.0%	97
HH owns desktop computer	1,757	42.6%	88
HH owns laptop/notebook	2,058	49.9%	98
Spent <$500 on most recent home computer	721	17.5%	124
Spent $500-$999 on most recent home computer	796	19.3%	95
Spent $1,000-$1,499 on most recent home computer	350	8.5%	85
Spent $1,500-$1,999 on most recent home computer	164	4.0%	86
Spent $2,000+ on most recent home computer	185	4.5%	116

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,022	67.5%	111
Bought brewed coffee at convenience store in last 30 days	1,211	16.3%	106
Bought cigarettes at convenience store in last 30 days	1,342	18.0%	137
Bought gas at convenience store in last 30 days	2,738	36.8%	111
Spent at convenience store in last 30 days: <$20	780	10.5%	128
Spent at convenience store in last 30 days: $20-$39	758	10.2%	112
Spent at convenience store in last 30 days: $40-$50	605	8.1%	106
Spent at convenience store in last 30 days: $51-$99	350	4.7%	103
Spent at convenience store in last 30 days: $100+	1,996	26.8%	116
Entertainment (Adults)			
Attended a movie in last 6 months	4,443	59.7%	99
Went to live theater in last 12 months	904	12.1%	97
Went to a bar/night club in last 12 months	1,482	19.9%	117
Dined out in last 12 months	3,079	41.4%	92
Gambled at a casino in last 12 months	990	13.3%	90
Visited a theme park in last 12 months	1,093	14.7%	82
Viewed movie (video-on-demand) in last 30 days	1,189	16.0%	102
Viewed TV show (video-on-demand) in last 30 days	885	11.9%	97
Watched any pay-per-view TV in last 12 months	767	10.3%	79
Downloaded a movie over the Internet in last 30 days	526	7.1%	107
Downloaded any individual song in last 6 months	1,474	19.8%	96
Watched a movie online in the last 30 days	1,136	15.3%	113
Watched a TV program online in last 30 days	1,163	15.6%	116
Played a video/electronic game (console) in last 12 months	1,067	14.3%	126
Played a video/electronic game (portable) in last 12 months	306	4.1%	92
Financial (Adults)			
Have home mortgage (1st)	2,021	27.2%	86
Used ATM/cash machine in last 12 months	3,487	46.9%	96
Own any stock	473	6.4%	81
Own U.S. savings bond	405	5.4%	95
Own shares in mutual fund (stock)	499	6.7%	89
Own shares in mutual fund (bonds)	297	4.0%	81
Have interest checking account	1,880	25.3%	87
Have non-interest checking account	2,039	27.4%	97
Have savings account	3,747	50.4%	94
Have 401K retirement savings plan	847	11.4%	77
Own/used any credit/debit card in last 12 months	5,466	73.5%	99
Avg monthly credit card expenditures: <$111	1,044	14.0%	118
Avg monthly credit card expenditures: $111-$225	425	5.7%	88
Avg monthly credit card expenditures: $226-$450	446	6.0%	95
Avg monthly credit card expenditures: $451-$700	363	4.9%	90
Avg monthly credit card expenditures: $701-$1,000	285	3.8%	88
Avg monthly credit card expenditures: $1,001+	464	6.2%	68
Did banking online in last 12 months	2,319	31.2%	89
Did banking on mobile device in last 12 months	733	9.9%	95
Paid bills online in last 12 months	2,996	40.3%	96

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	5,288	71.1%	99
Used bread in last 6 months	7,085	95.2%	100
Used chicken (fresh or frozen) in last 6 mos	5,161	69.4%	97
Used turkey (fresh or frozen) in last 6 mos	1,301	17.5%	95
Used fish/seafood (fresh or frozen) in last 6 months	3,731	50.1%	90
Used fresh fruit/vegetables in last 6 months	6,331	85.1%	98
Used fresh milk in last 6 months	6,723	90.4%	100
Used organic food in last 6 months	1,278	17.2%	87
Health (Adults)			
Exercise at home 2+ times per week	2,080	28.0%	98
Exercise at club 2+ times per week	918	12.3%	95
Visited a doctor in last 12 months	5,456	73.3%	97
Used vitamin/dietary supplement in last 6 months	3,776	50.7%	95
Home (Households)			
Any home improvement in last 12 months	936	22.7%	82
Used housekeeper/maid/professional HH cleaning service in last 12	432	10.5%	80
Purchased low ticket HH furnishings in last 12 months	628	15.2%	98
Purchased big ticket HH furnishings in last 12 months	807	19.6%	93
Purchased bedding/bath goods in last 12 months	2,073	50.2%	94
Purchased cooking/serving product in last 12 months	900	21.8%	90
Bought any small kitchen appliance in last 12 months	898	21.8%	98
Bought any large kitchen appliance in last 12 months	484	11.7%	91
Insurance (Adults/Households)			
Currently carry life insurance	3,084	41.4%	95
Carry medical/hospital/accident insurance	4,703	63.2%	98
Carry homeowner insurance	3,181	42.7%	90
Carry renter's insurance	707	9.5%	128
Have auto insurance: 1 vehicle in household covered	1,582	38.3%	122
Have auto insurance: 2 vehicles in household covered	1,083	26.2%	94
Have auto insurance: 3+ vehicles in household covered	599	14.5%	66
Pets (Households)			
Household owns any pet	2,108	51.1%	96
Household owns any cat	1,050	25.4%	112
Household owns any dog	1,400	33.9%	85
Psychographics (Adults)			
Buying American is important to me	3,482	46.8%	109
Usually buy items on credit rather than wait	794	10.7%	94
Usually buy based on quality - not price	1,279	17.2%	96
Price is usually more important than brand name	2,072	27.8%	101
Usually use coupons for brands I buy often	1,509	20.3%	108
Am interested in how to help the environment	1,359	18.3%	109
Usually pay more for environ safe product	966	13.0%	103
Usually value green products over convenience	844	11.3%	111
Likely to buy a brand that supports a charity	2,589	34.8%	102
Reading (Adults)			
Bought digital book in last 12 months	899	12.1%	108
Bought hardcover book in last 12 months	1,669	22.4%	100
Bought paperback book in last 12 month	2,471	33.2%	98
Read any daily newspaper (paper version)	2,158	29.0%	103
Read any digital newspaper in last 30 days	2,616	35.2%	112
Read any magazine (paper/electronic version) in last 6 months	6,806	91.5%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,561	74.7%	99
Went to family restaurant/steak house: 4+ times a month	1,972	26.5%	92
Went to fast food/drive-in restaurant in last 6 months	6,794	91.3%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,145	42.3%	104
Fast food/drive-in last 6 months: eat in	2,652	35.6%	98
Fast food/drive-in last 6 months: home delivery	680	9.1%	116
Fast food/drive-in last 6 months: take-out/drive-thru	3,641	48.9%	104
Fast food/drive-in last 6 months: take-out/walk-in	1,402	18.8%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,466	19.7%	93
Own any portable MP3 player	2,554	34.3%	102
HH owns 1 TV	967	23.4%	116
HH owns 2 TVs	1,165	28.2%	107
HH owns 3 TVs	808	19.6%	91
HH owns 4+ TVs	657	15.9%	81
HH subscribes to cable TV	2,272	55.1%	108
HH subscribes to fiber optic	153	3.7%	56
HH has satellite dish	767	18.6%	73
HH owns DVD/Blu-ray player	2,524	61.2%	99
HH owns camcorder	446	10.8%	69
HH owns portable GPS navigation device	937	22.7%	82
HH purchased video game system in last 12 mos	310	7.5%	82
HH owns Internet video device for TV	142	3.4%	79
Travel (Adults)			
Domestic travel in last 12 months	3,286	44.2%	88
Took 3+ domestic non-business trips in last 12 months	866	11.6%	93
Spent on domestic vacations in last 12 months: <$1,000	800	10.8%	96
Spent on domestic vacations in last 12 months: $1,000-$1,499	420	5.6%	94
Spent on domestic vacations in last 12 months: $1,500-$1,999	197	2.6%	75
Spent on domestic vacations in last 12 months: $2,000-$2,999	211	2.8%	74
Spent on domestic vacations in last 12 months: $3,000+	256	3.4%	63
Domestic travel in the 12 months: used general travel website	405	5.4%	77
Foreign travel in last 3 years	1,358	18.3%	77
Took 3+ foreign trips by plane in last 3 years	204	2.7%	63
Spent on foreign vacations in last 12 months: <$1,000	209	2.8%	67
Spent on foreign vacations in last 12 months: $1,000-$2,999	165	2.2%	73
Spent on foreign vacations in last 12 months: $3,000+	244	3.3%	67
Foreign travel in last 3 years: used general travel website	268	3.6%	66
Nights spent in hotel/motel in last 12 months: any	2,694	36.2%	88
Took cruise of more than one day in last 3 years	528	7.1%	81
Member of any frequent flyer program	856	11.5%	69
Member of any hotel rewards program	729	9.8%	69

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2015 and 2020.

October 13, 2015

Retail MarketPlace Profile

Butte Market Area
Area: 3.69 square miles

Prepared by Esri
Latitude: 46.01642864
Longitude: -112.548019

Summary Demographics	
2015 Population	9,027
2015 Households	4,126
2015 Median Disposable Income	$22,911
2015 Per Capita Income	$19,443

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$78,022,836	$48,355,171	$29,667,665	23.5	93
Total Retail Trade	44-45	$69,967,262	$36,875,804	$33,091,458	31.0	61
Total Food & Drink	722	$8,055,573	$11,479,367	-$3,423,794	-17.5	32

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$14,884,027	$188,939	$14,695,088	97.5	1
Automobile Dealers	4411	$12,640,528	$0	$12,640,528	100.0	0
Other Motor Vehicle Dealers	4412	$1,106,436	$188,939	$917,497	70.8	1
Auto Parts, Accessories & Tire Stores	4413	$1,137,062	$0	$1,137,062	100.0	0
Furniture & Home Furnishings Stores	442	$1,625,145	$1,771,104	-$145,959	-4.3	4
Furniture Stores	4421	$963,711	$1,193,452	-$229,741	-10.7	1
Home Furnishings Stores	4422	$661,434	$577,652	$83,782	6.8	3
Electronics & Appliance Stores	443	$2,021,568	$900,460	$1,121,108	38.4	6
Bldg Materials, Garden Equip. & Supply Stores	444	$2,348,625	$494,751	$1,853,874	65.2	3
Bldg Material & Supplies Dealers	4441	$1,965,798	$366,975	$1,598,823	68.5	3
Lawn & Garden Equip & Supply Stores	4442	$382,827	$127,777	$255,050	50.0	1
Food & Beverage Stores	445	$11,846,931	$4,781,844	$7,065,087	42.5	6
Grocery Stores	4451	$10,910,389	$3,670,473	$7,239,916	49.7	4
Specialty Food Stores	4452	$184,069	$212,317	-$28,248	-7.1	1
Beer, Wine & Liquor Stores	4453	$752,473	$899,054	-$146,581	-8.9	1
Health & Personal Care Stores	446,4461	$4,324,174	$1,745,326	$2,578,848	42.5	5
Gasoline Stations	447,4471	$8,765,126	$22,335,038	-$13,569,912	-43.6	3
Clothing & Clothing Accessories Stores	448	$4,215,754	$951,721	$3,264,033	63.2	6
Clothing Stores	4481	$2,970,121	$389,118	$2,581,003	76.8	3
Shoe Stores	4482	$540,673	$246,857	$293,816	37.3	1
Jewelry, Luggage & Leather Goods Stores	4483	$704,960	$315,747	$389,213	38.1	2
Sporting Goods, Hobby, Book & Music Stores	451	$2,229,241	$1,193,035	$1,036,206	30.3	8
Sporting Goods/Hobby/Musical Instr Stores	4511	$1,712,813	$621,548	$1,091,265	46.7	5
Book, Periodical & Music Stores	4512	$516,428	$571,487	-$55,059	-5.1	3
General Merchandise Stores	452	$13,500,483	$128,867	$13,371,616	98.1	1
Department Stores Excluding Leased Depts.	4521	$5,060,776	$128,867	$4,931,909	95.0	1
Other General Merchandise Stores	4529	$8,439,707	$0	$8,439,707	100.0	0
Miscellaneous Store Retailers	453	$2,358,206	$2,257,554	$100,652	2.2	17
Florists	4531	$75,641	$171,592	-$95,951	-38.8	1
Office Supplies, Stationery & Gift Stores	4532	$721,740	$698,467	$23,273	1.6	4
Used Merchandise Stores	4533	$328,568	$352,397	-$23,829	-3.5	6
Other Miscellaneous Store Retailers	4539	$1,232,257	$1,035,098	$197,159	8.7	7
Nonstore Retailers	454	$1,847,982	$127,165	$1,720,817	87.1	1
Electronic Shopping & Mail-Order Houses	4541	$1,036,972	$127,165	$909,807	78.2	1
Vending Machine Operators	4542	$43,126	$0	$43,126	100.0	0
Direct Selling Establishments	4543	$767,885	$0	$767,885	100.0	0
Food Services & Drinking Places	722	$8,055,573	$11,479,367	-$3,423,794	-17.5	32
Full-Service Restaurants	7221	$3,282,104	$4,175,281	-$893,177	-12.0	6
Limited-Service Eating Places	7222	$3,902,685	$2,404,624	$1,498,061	23.8	4
Special Food Services	7223	$374,188	$215,300	$158,888	27.0	1
Drinking Places - Alcoholic Beverages	7224	$496,597	$4,684,162	-$4,187,565	-80.8	21

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf.

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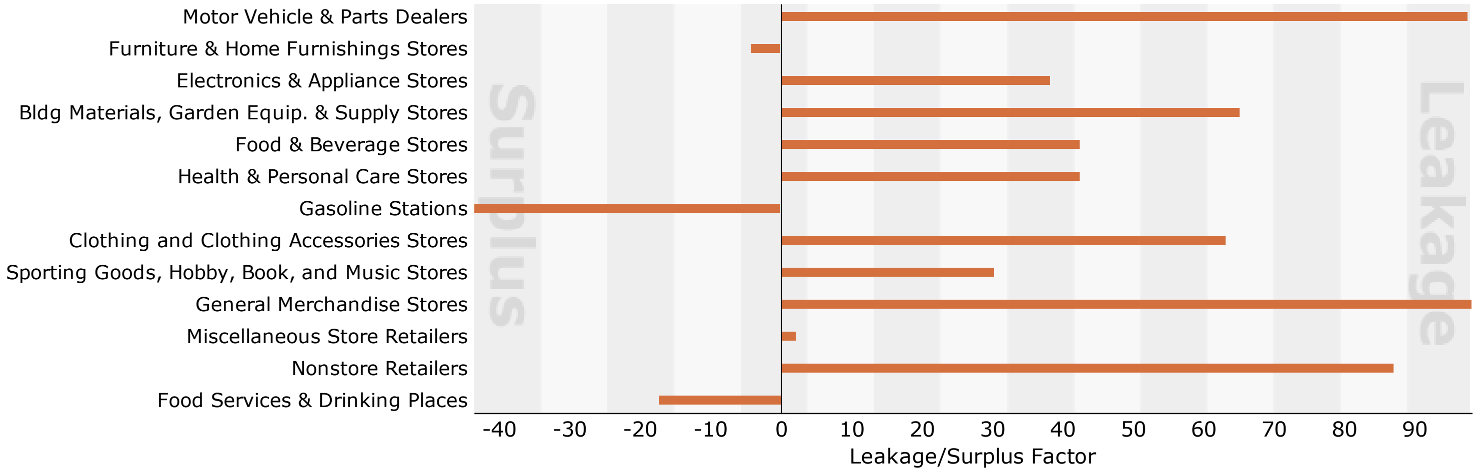
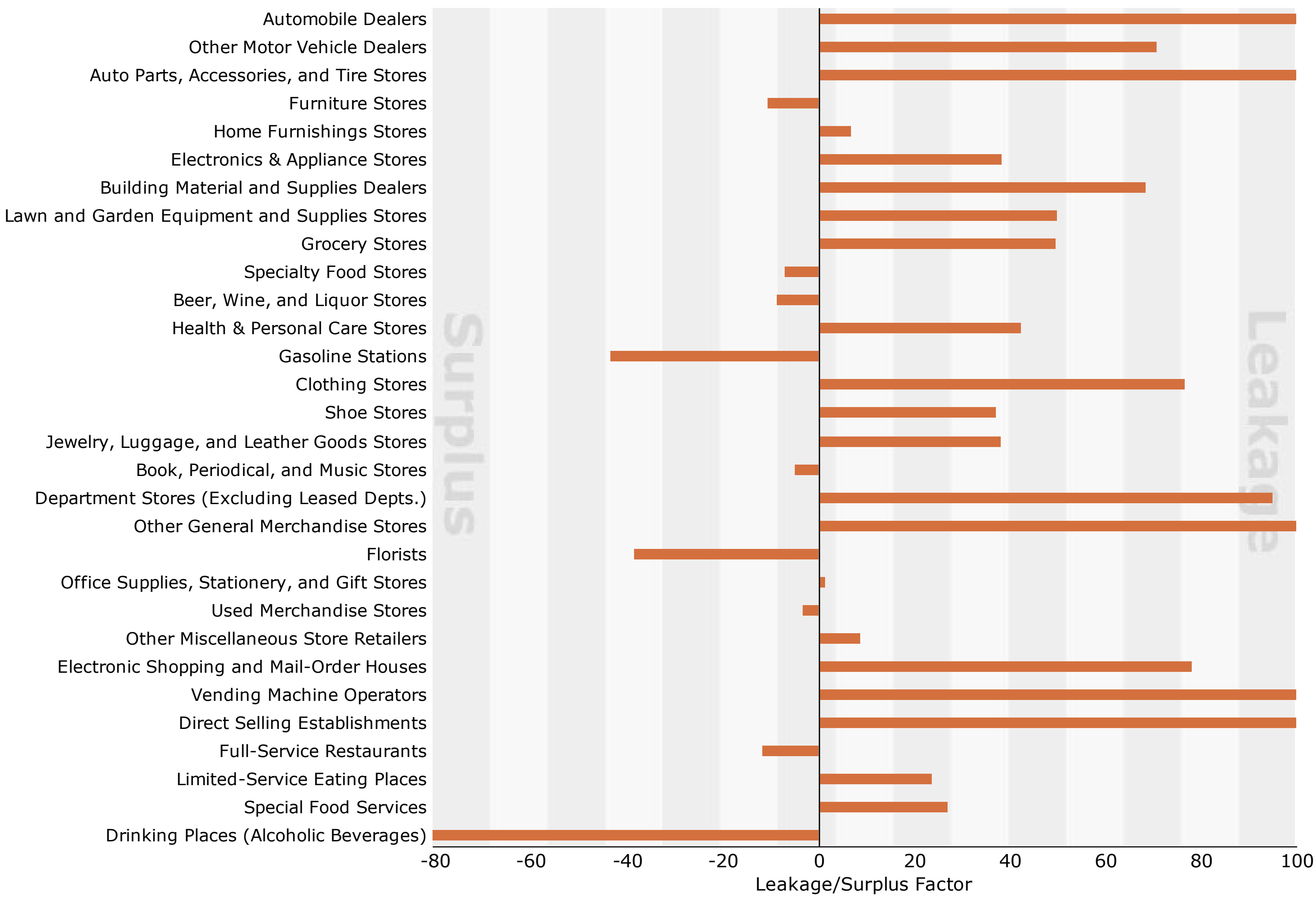
Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet.

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