



**MONTANA  
MAIN STREET**  
MONTANA DEPARTMENT OF COMMERCE

**MONTANA MAIN STREET PROGRAM**  
**Application for Planning & Project Grant Funding**

**Grant Applications Due November 16, 2018**

DOCCDD@mt.gov

[comdev.mt.gov/Programs/MainStreet](http://comdev.mt.gov/Programs/MainStreet)

Applicant Community: City of Deer Lodge

Project: Wayfinding Plan

Date Submitted: November 16, 2018

## **Introduction**

The Montana Main Street Program (MMS) is a state-funded program established in 2005 as a collaborative effort between the Community Development Division and the Montana Office of Tourism at the Montana Department of Commerce. The program is dedicated to bettering the economic, historic, and cultural vitality of Montana downtowns. The program helps local governments and Main Street Partners by offering technical assistance and expertise to member communities as well as awards competitive grant funding to communities focusing on planning and projects directly related to downtown revitalization, economic development, and historic preservation. Main Street Grant program applications, grant application guidelines, grant administration manual, and other relevant information and resources are available on the Department of Commerce website at [comdev.mt.gov/Programs/MainStreet](http://comdev.mt.gov/Programs/MainStreet). Interested persons can also email MMS Program staff at [DOCCDD@mt.gov](mailto:DOCCDD@mt.gov) or call staff at (406)-841-2770 regarding any questions they may have about the Main Street Program.

All Main Street Grants approved are dependent upon the availability of funding. Applications are accepted annually and the deadline for submitting grant applications for funding is **November 16, 2018**.

Alternative accessible formats of this document will be provided upon request. If you need this document in an alternative format, such as large print, Braille, audio tape, or computer diskette, please contact the Montana Department of Commerce Community Development Division at (406) 841-2770, TDD (406) 841-2702, or the Relay Services number, 711.

The Department of Commerce does not discriminate on the basis of disability in admission to, access to, or operations of its program, services, or activities. Individuals who need aids or services for effective communications or other disability-related accommodations in the programs and services offered are invited to make their needs and preferences known. Please provide as much advance notice as possible for requests.

## **ELIGIBILITY FOR MAIN STREET ASSISTANCE**

In order to be eligible for competitive assistance from the Montana Main Street Program, an applicant must be an official member of the state program, as an affiliate, designated, or certified community.

## **CRITERIA FOR AWARD OF MAIN STREET ASSISTANCE**

In accordance with the goals of the Montana Main Street Program, competitive planning & project grant funding will be awarded based on the extent to which the proposed project:

- (a) Emphasizes downtown revitalization and historic preservation;
- (b) Incorporates the Main Street Center Four Point Approach™;
- (c) Is able to secure matching funds and identify/secure additional funding;
- (d) Demonstrates unified local effort and support; overall ability to fulfill project plan/goals;
- (e) Implements an existing long-range plan, or supports ongoing planning efforts;
- (f) Applicant community has submitted required Montana Main Street reinvestment statistics.

The Department retains sole discretion to approve, deny, modify, or table a request for grant assistance based upon the criteria identified above.

## **AWARDING MAIN STREET ASSISTANCE FUNDS**

All eligible applications will be accepted after the opening date and will be awarded on a revolving basis as funding allows. All submissions (including those sent electronically) must forward the original signed applications to:

Department of Commerce,  
Community Development Division,  
CEV-Montana Main Street Program,  
P.O. Box 200523  
Helena, MT 59620-0523  
Phone: 406-841-2770,

or upload to <https://transfer.mt.gov> referencing the e-mail: [doccdd@mt.gov](mailto:doccdd@mt.gov)

**PLEASE NOTE:** Applications reviewed on a revolving basis beginning **November 16, 2018.**

Provide a brief description of proposed planning/project activity (one to two sentences)

**Description:** Creation of a wayfinding plan that identifies a design and layout for signs directing residents and visitors to downtown Deer Lodge and nearby attractions.

**Location:** City of Deer Lodge

Located in a designated Opportunity Zone? No

(To confirm please visit <http://comdev.mt.gov/programs/opportunityzones>)

### SECTION A – CERTIFICATION

*The Chief Executive, Mayor, or City Manager of the applicant community must sign to certify that to the best of the official's knowledge and belief, the information provided in the application and the attached documents is true and correct. Applicant must certify that the proposed project complies with all state, federal, and local laws, ordinances, and regulations, including any necessary environmental review and procurement requirements.*

**Name (printed):** Brian P. Bender, AICP CEP, CFM | ICMA-CM (Candidate)

**Title (printed):** Chief Administrator Officer

**Signature:**  **Date:** 11.15.18

### SECTION B – SUMMARY INFORMATION

1. **Name of Applicant:** City of Deer Lodge, MT

2. **Mailing Address:** 300 Main Street

Deer Lodge, MT 59722

3. **Type of Entity:** City

4. **Federal Tax ID Number:** 81-6001253

5. **Type of Project:** Community Planning

6. DUNS Number: 077198250

**CHIEF ELECTED OFFICIAL/AUTHORIZED REPRESENTATIVE:**

Caleb A. Burton  
(Name)

Mayor  
(Title)

300 Main Street  
(Street/PO Box)

Deer Lodge 59722  
(City) (Zip)

406.846.2238 ext. 302 406.846.3925  
(Telephone) (Fax No)

cburton@cityofdeerlodgemt.gov  
(Email)

**PRIMARY CONTACT PERSON (if different from CEO/Auth Rep):**

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

(Email)

**PROJECT ENGINEER/ARCHITECT (if applicable):**

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

(Email)

**GRANT/LOAN ADMINISTRATOR (if applicable):**

(Name)

(Title)

(Street/PO Box)

(City) (Zip)

(Telephone) (Fax No)

(Email)

**LEGAL COUNSEL/ATTORNEY:**

Peter Elverum  
(Name)

City Attorney  
(Title)

300 Main Street  
(Street/PO Box)

Deer Lodge 59722  
(City) (Zip)

406.570.3755 406.846.3925  
(Telephone) (Fax No)

**CLERK/CHIEF FINANCIAL OFFICER:**

Judi Whitney  
(Name)

City Treasurer  
(Title)

300 Main Street  
(Street/PO Box)

Deer Lodge 59722  
(City) (Zip)

406.846.2238 ext. 304 406.846.3925  
(Telephone) (Fax No)

peter@elverumlaw.com  
(Email)

jwhitney@cityofdeerlodgemt.gov  
(Email)

**PROJECT PARTNERS**

Please list all project partners/contacts for the project:

Contact	Organization

**PROJECT FUNDING**

Please list all funding sources for the project, the amount committed, and whether commitment is pending or firm:

<b>MONTANA MAIN STREET GRANT FUNDS REQUESTED: \$ <u>15,000</u></b>		
<b>OTHER FUNDING SOURCES:</b>	<b>AMOUNT</b>	<b><u>STATUS OF COMMITMENT</u> (Pending or Firm)</b>
<b>Local match (required for affiliate communities)</b>	\$ 3,000	
City of Deer Lodge	\$ 3,000	Firm (letter attached)
	\$	
	\$	
	\$	
	\$	
<b>TOTAL ESTIMATED PROJECT COST</b>	\$ 18,000	

**Note: Please attach a letter of commitment for each funding source and/or organization listed above that provides all or part of the required local match.**

## **PROJECT IMPLEMENTATION SCHEDULE**

Please provide a brief timeline of when the project will begin and conclude, identifying key deliverables and general timeframes using the format below:

<b>TASK</b>	<b>MONTH</b>
Contracting with Department of Commerce	December 2018
Publish Request for Proposals	January 2019
Select consultant and develop contract	February 2019
Stakeholder engagement and outreach	March 2019
Develop draft Wayfinding Plan	April 2019
Public review and comment	May 2019
Revisions based on public comment	June 2019
Final plan adoption	July 2019
<b>COMPLETION DATE:</b>	July 2019

## **DETAILED PROJECT PROPOSAL**

**Please attach a detailed project proposal explaining your need for grant assistance as it relates to the award criteria. Please incorporate maps, photos, plans and other visual supplements as necessary that will support your proposal. Be sure to address each of the following prompts:**

- (a) Please describe the need for the proposed project and how it will benefit the downtown community and support long term goals. Does the project address any of the National Main Street Four Points?

### **Project Need & Downtown Benefits**

The City of Deer Lodge is home to numerous destinations that attract both residents and visitors including the historic downtown, Grant-Kohrs Ranch National Historic Site, the Old Prison and Auto Museum, the Clark Fork River, and Arrowstone Park (see Map 1 attached). Grant-Kohrs alone was visited by over 24,000 people in 2017 and the Old Prison and Auto Museum also attracts a large number of visitors each year.<sup>1</sup> However, the challenge Deer Lodge faces is that many of the visitors to Grant-Kohrs often times leave Deer Lodge without even seeing downtown (or knowing that it exists) or drive right through downtown on their way to the Old Prison and Auto Museum. In addition, Deer Lodge sits off of I-90 with a daily average of nearly 2,000 vehicles exiting at Deer Lodge in 2017.<sup>2</sup> Many of these travelers get gas and hop back on I-90 without even knowing that a historic downtown lies within one mile of the freeway.

The Grant-Kohrs recent October Pumpkin Sunday event, which attracted roughly 3,000 people, exemplifies the issue Deer Lodge faces with attracting visitors to downtown. At the conclusion of the event many of the visitors wanted to grab a bite to eat or a beer but had no way of knowing that downtown, with several restaurants and a brewery, was short walk or drive away. Without this knowledge many of these visitors sought food at the I-90 interchange or simply left Deer Lodge to find food elsewhere.

The other fact that many people do not know is that Deer Lodge sits along a stretch of the Clark Fork river that, as a result of recent remediation efforts, has become a very productive trout fishery, attracting fisherman and guides from around the region. The City of Deer Lodge owns a 13-acre parcel on the Clark River right outside of downtown which the City plans to turn into a park. Furthermore, Powell County is currently working on developing a non-motorized trail along an old railroad bed that would run from the northern end of Deer Lodge to the community of Garrison. Park and trail amenities such as these have the potential to attract visitors from around the region and Deer Lodge hopes to use wayfinding to connect these visitors with downtown and other local attractions.

The City's overall intent with a wayfinding plan is multifaceted, with the hope that wayfinding signage will:

- Attract more visitors to downtown Deer Lodge;

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<sup>1</sup> <https://irma.nps.gov/Stats/Reports/Park/GRKO>

<sup>2</sup> [https://mdt.mt.gov/puqublications/datastats/traffic\\_maps.shtml](https://mdt.mt.gov/puqublications/datastats/traffic_maps.shtml)



- Connect downtown visitors to nearby attractions including, Grant-Kohrs, Old Prison and Auto Museum, Clark Fork River, Arrowstone Park, and non-motorized trails;
- Inspire visitors to tour City Parks and unique neighborhoods with their assortment of historic structures;
- Add to the aesthetic appeal of downtown through well-designed signage; and
- Encourage residents to walk and bike more.

### **Support of Long-Term Goals**

Creating a wayfinding system in Deer Lodge supports the City's long-held goal of creating a vibrant downtown that entices residents and visitors to stop, take a look around, and enjoy the variety of businesses and nearby attractions. This high-level goal is supported by the City's 2015 Growth Policy and 2017 Downtown Master Plan which are covered in more detail under award criterion (b) in this application.

### **Addressing National Main Street Four Points**

#### **Organization**

Over the last several years the City of Deer Lodge has been engaged in a concentrated effort with local partnering organizations on ensuring the continued success and vitality of downtown Deer Lodge. This began in 2015 with the update of the City's growth policy which emphasized revitalizing downtown. One of the primary objectives of the plan was to increase local capacity to implement the growth policy and revitalize downtown, with an accompanying action being to hire a planner. Shortly after the plan's adoption the City not only hired a City Administrator/Planner but also formed the Economic Growth and Development Committee, which was tasked with implementing the growth policy and revitalizing downtown Deer Lodge. With dedicated staff in place, and committee support, the City then partnered with the Powell County Chamber of Commerce on developing a Downtown Master Plan for Deer Lodge. The Downtown Plan expanded on the growth policy by providing detailed guidance for how to move forward on improving downtown Deer Lodge. Without solid collaboration between City staff, elected officials, and the Deer Lodge business community, the City has put itself in a position to continue successful implementation of the downtown revitalization actions identified in the growth policy and Downtown Plan.

#### **Promotion**

As highlighted above Deer Lodge seeks to attract visitors to downtown. To achieve this the City intends to use wayfinding as a means of promoting downtown, to both residents and visitors, as the commercial and social hub of the community

#### **Design**

While downtown Deer Lodge has many elements of good design (historic buildings, wide sidewalks, and buildings front the street) there is a need to better highlight these visual assets. The City's hope is that wayfinding will bring focus to downtown's visual assets as the centerpieces of the community. Additionally, the City's intent is that a wayfinding plan will provide guidance for developing attractive signage that will provide yet another appealing design feature in downtown.

#### **Economic Vitality**

Owning and operating a business in downtown Deer Lodge is harder than ever with competition from online retailers and nearby markets in Butte, Anaconda, and Helena. Deer Lodge's sees

wayfinding as a means of attracting people to downtown; people who will choose to stop, linger, and patronize local businesses. The City's hope is that increased foot traffic in downtown will lead to more local spending, which in turn will allow existing businesses to remain and encourage new businesses to open in downtown. Additionally, while downtown Deer Lodge has numerous successful local businesses, there are also several vacant storefronts along Main Street. With wayfinding bringing more people downtown, the City's hope is that these vacancies will be seen by more people who could turn into new downtown business owners.

- (b) Please detail how your request relates to any previous or concurrent larger planning efforts (downtown revitalization plan, growth policy, historic preservation plan, etc.) in the community.

As mentioned earlier the City of Deer Lodge has been engaged in planning for the sustained health of downtown, with many of these planning efforts pointing to wayfinding as a strategy for attracting people to downtown. These planning efforts are described in more detail below. Each specific section/page referenced below is attached to the end of this application.

#### **Deer Lodge Downtown Master Plan (2017)**

Deer Lodge's Downtown Master Plan serves as a guide for downtown improvements and revitalization. The plan is intended to be both actionable and achievable, with the intent that it will be used by the City of Deer Lodge and partnering organizations to achieve measurable results on both short-term and long-term projects. The most critical element of the Downtown Plan is the action plan, which lays out the individual steps necessary for creating the thriving downtown that the City and its residents envision. The action plan contains a series of objectives and accompanying action strategies. To focus the action plan, the objectives and actions are organized around five broad themes: 1. Transportation; 2. Appearance; 3. Economic Development; 4. Organization; and 5. Branding and Promotion. Throughout the plan wayfinding is identified as a need for directing people to downtown and to better connect Deer Lodge's parks, trails, and nearby attractions, notably Grant-Kohrs, the Old Prison and Auto Museum, and Arrowstone Park. Development of a wayfinding plan is specifically called out in the objective and action referenced below.

- Objective 2: *Develop a Complete and Connected Non-Motorized Transportation Network.*
  - Action 2.3: *Develop a plan for installing wayfinding signs directing people to attractions in and adjacent to downtown (page 24).* This action focuses on developing a wayfinding plan that enhances visitor's experience in Deer Lodge by effectively guiding them to the City's many attractions including downtown, Grant-Kohrs, the Old Prison and Auto Museum, and Arrowstone Park.

#### **Deer Lodge Growth Policy (2015)**

Deer Lodge's 2015 growth policy update is a comprehensive planning document that serves to guide the community's future with regard to land use, economic development, housing, and a range of other topics. One of the key issues identified in the 2015 growth policy was downtown revitalization and the need for Deer Lodge to capitalize on its homegrown assets to create a downtown that serves the needs of residents and welcomes visitors. As outlined below, several sections of the growth policy, identify wayfinding, both directly and indirectly, as a need in Deer Lodge.

- Objective 3.1: *Develop infrastructure that connects downtown Deer Lodge to recreational sites, historic sites, and natural amenities* (page 31).
- Objective 4.1: *Improve the physical appearance of downtown to entice visitors to stop and explore downtown.*
  - Action 4.1b: *Install wayfinding signs directing people to attractions in and adjacent to downtown* (page 32).
- Objective 10.3: *Develop a vision for a new park on City owned property along the Clark Fork River.*
  - Action 10.3c: *Incorporate strong connections to the Clark Fork River into the parks design and amenities [through clear signage]* (page 58).

### **Deer Lodge Resource Team Assessment (2016)**

Deer Lodge’s resource team assessment brought together experts from around the state to meet with community members in an effort to identify strategies for addressing some of the issues facing Deer Lodge. Two of the main issues identified in the resource assessment were downtown revitalization and tourism promotion. On page 7 of the report the resource team noted that *“many times during the course of our meetings the lack of clear information and directions relative to Deer Lodge’s community attractions was mentioned. Besides the Grant-Kohrs Ranch and Old Prison Museum Complex, the importance of directing visitors to the many Deer Lodge businesses lying in-between these two main attractions was stressed. One key recommendation to address this challenge was to “develop and implement a wayfinding plan for the Deer Lodge community.” This recommendation went on to state that “a wayfinding system contributes to a larger walkable community effort – one focused on neighborhood and downtown connectivity, safety, accessibility, and enabling multiple forms of transportation.”*

- (c) Describe the availability of matching funds and whether additional funding has been identified and/or secured at this time (this may include other grant sources, loans or cash on hand from the organization or local government entity).

The City of Deer Lodge is committed to developing a wayfinding plan that attracts people to downtown. In demonstration of this commitment, the Deer Lodge City Council met on November 8, 2018 to discuss this issue and voted to approve \$3,000 in local match in support of this grant application.

A letter confirming the City’s match amount is attached to this grant application.

- (d) Describe the local effort and support for the project to date, as well as the community’s overall ability to complete the proposed project in accordance with the attached implementation schedule.

The Economic Growth & Development Committee is the organization with the responsibility of implementing recommendations listed in both the 2015 Growth Policy and the 2017 Downtown Master Plan. The Committee reviews the recommendations bi-annually to ensure they are used to help guide City enhancements. Recently, the Committee invited stakeholders listed in the Downtown Master Plan (representing both public and private sectors) to meetings to review the

recommendations and ranked them by overall practicality. The stakeholders expressed strong support for a wayfinding system to create a unified community identity. All members commented a change is necessary as the lack of signage creates a confusing experience for visitors.

To achieve the implementation schedule, the Economic Growth & Development Committee will make project recommendations to the City Council including amendments to the Capital Improvements Plan (CIP). The CIP is the main document the City Council employs to itemize improvements to public infrastructure and other public facilities and services (incidentally, the Council intends to strengthen the annual budget process by including a CIP update). For additional assistance, the Committee will pursue creative partnerships with public agencies, private property owners, and local organizations. The Committee will also coordinate efforts with the Deer Lodge Historic Preservation Commission to safeguard compatibility of signage in the designated district.

The Committee will rely on the Public Works Superintendent for sign installations on City property including right-of-way segments. The Superintendent will follow the program's guidelines to have each sign with the correct location, orientation, and position.

In further demonstration of local support for a Deer Lodge wayfinding plan letters of support from the following organizations are attached to this grant application.

- Powell County
- Powell County Chamber of Commerce
- Grant-Kohrs Ranch National Historic Site

**Note: If project includes historic building rehabilitation or a façade improvement, then applicant is strongly encouraged to contact the State Historic Preservation Office for feedback and advice to maintain the historic integrity of the building. Link: <https://mhs.mt.gov/Shpo>.**

**Mayor**  
Caleb A. Burton  
**Chief Administrative Officer**  
Brian P. Bender  
**City Attorney**  
Peter Elverum  
**Public Works Superintendent**  
Trent Freeman  
**Treasurer**  
Judi Whitney  
**Utility Billing Clerk**  
Jill DeSilva

City of  
**Deer Lodge**

300 Main Street  
Deer Lodge MT 59722-1057

**City Council**  
Rex Anderson  
Amada Bohrer  
Jill Garland  
Mary Hathaway  
Robert Kersch  
Tom Malcomb  
Abby Martin  
John J. Molendyke

November 13, 2018

Department of Commerce,  
Community Development Division,  
CEV-Montana Main Street Program,  
P.O. Box 200523  
Helena, MT 59620-0523

**Subject: Letter of Financial Commitment**

Montana Main Street Program:

The City of Deer Lodge is excited for the opportunity to submit a grant application to the Montana Main Street Program. The proposal is to compose a wayfinding signage package as a means for the City to implement a system of destination and directional signage to guide visitors to community attractions. The importance of wayfinding signage to the community is emphasized by its inclusion as project recommendations in both the 2015 Growth Policy and the 2017 Downtown Master Plan.

The City Council fully supports the proposal as demonstrated by the results of Council's November 8<sup>th</sup> special meeting. At the meeting, Council members approved the grant match expenditure of \$3K.

Please seriously consider this Main Street Program Grant Application. If funded, it will make a long-lasting contribution to the City of Deer Lodge. The City Council and I look forward to a positive response to this application.

Sincerely,



Caleb A. Burton  
Mayor  
City of Deer Lodge



United States Department of the Interior  
NATIONAL PARK SERVICE  
Grant-Kohrs Ranch National Historic Site  
266 Warren Lane  
Deer Lodge, MT 59722



IN REPLY REFER TO:

November 15, 2018

Montana Department of Commerce  
Montana Main Street Program

To Whom it May Concern:

The City of Deer Lodge (City) is submitting a grant request for Main Street Assistance to develop a Wayfinding Plan. Grant-Kohrs Ranch National Historic Site (GRKO) would be considered a project partner in the eyes of this grant opportunity. GRKO is a unit of the National Park System located on the North end of Main Street, serving as a primary visitor destination for the City, and welcoming over 20,000 visitors annually. I also currently serve as the Preservation Officer for the Deer Lodge Historic Preservation Commission, the Certified Local Government entity that provides the reporting for the Montana Main Street Program as an Affiliate Community. Through both of my roles in this community, I've observed the need for a Wayfinding Plan first hand. Visitors to Deer Lodge complain of poor site lines from the interstate, inconsistent signage, and inability to find attractions.

During my five year tenure at GRKO, I worked closely with the Mayor and City leaders on the the new wastewater treatment facility within the legislated boundary of the park and attending planning meetings related to the Downtown Master Plan. It is clear, the City is capable of undertaking challenging projects with a high degree of professionalism, competence, and serving a public purpose. A Montana Main Street grant would go a long way to support the City in its revitalization and tourism efforts.

Please do not hesitate to contact me at 406-846-2070 x221 if you have any questions.

Sincerely,

Jacqueline Lavelle  
Superintendent



# Planning Department

Powell County Planning Department • 409 Missouri Ave., Suite 101 •  
Deer Lodge, Montana 59722 • 406.846.9795 • [chamming@powellcountymt.gov](mailto:chamming@powellcountymt.gov)

November 15, 2018

Department of Commerce,  
Community Development Division,  
CEV-Montana Main Street Program,  
P.O. Box 200523  
Helena, MT 59620-0523

**RE: Montana Main Street Program – City of Deer Lodge Application**

To Whom It May Concern,

Carl Hamming, Powell County Planning Director, is pleased to provide this letter of support for the City of Deer Lodge's application for funding from the Montana Main Street Program. Funding from the program would enable the City to plan and implement wayfinding signage throughout the Main Street corridor.

Recently, the City and County have undertaken coordinated efforts to make Deer Lodge more attractive to both visitors and residents. Together, we participate in numerous Boards and Committees that are working to develop community gateway signs, expand and improve our parks and trails offerings, as well as promote positive community engagement. Observing the success of wayfinding signage in other Montana communities, Deer Lodge would like to replicate that success. We believe Deer Lodge has much to offer, but need to help guide people to the numerous historical, natural, cultural and recreational attractions.

Despite our recent efforts and enthusiasm, lack of funding is a constant obstacle. Funding from the Main Street Program would be a terrific boon to our efforts. Without funding assistance, the City of Deer Lodge is highly unlikely to have the budget to undertake the wayfinding effort. However, if funding were received, the dollars would have a sudden and lasting impact for residents and visitors alike.

The proposed request carries with it my full support and I hope that you will consider their application favorably. Please feel free to contact me if you have any questions regarding my support for the City's application for funds from Montana Main Street Program.

Sincerely,

Carl Hamming  
Powell County Planning Director, CFM  
406.846.9729  
[chamming@powellcountymt.gov](mailto:chamming@powellcountymt.gov)  
409 Missouri Ave. – Suite 101  
Deer Lodge, MT 59722

# Powell County Chamber of Commerce



529 Main Street ✦ Deer Lodge, MT 59722 ✦ (406) 846-2094  
[powellcountychamber@outlook.com](mailto:powellcountychamber@outlook.com) ✦ [www.powellcountymontana.com](http://www.powellcountymontana.com)

November 14, 2018

Department of Commerce  
Community Development Division  
CEV-Montana Main Street Program  
PO Box 200523  
Helena, MT 59620-0523

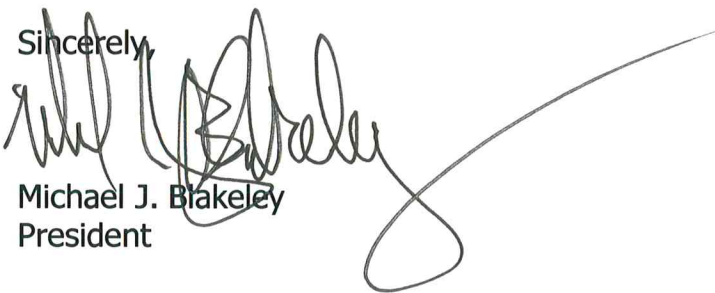
RE: Wayfinding Plan

To Whom It May Concern:

The Powell County Chamber of Commerce is sending you this letter in support of the Wayfinding Project. This project will enhance our community by providing signs to guide tourists around town. The goal of this project is to direct more activity to our local businesses and historical sites.

Please consider Deer Lodge as a recipient for the MT Main Street Grant Program. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael J. Blakeley". The signature is written in a cursive style and is positioned above the printed name and title.

Michael J. Blakeley  
President

## Executive Board Members

Michael J Blakeley  
Kelly Cutler  
Heidi Rome

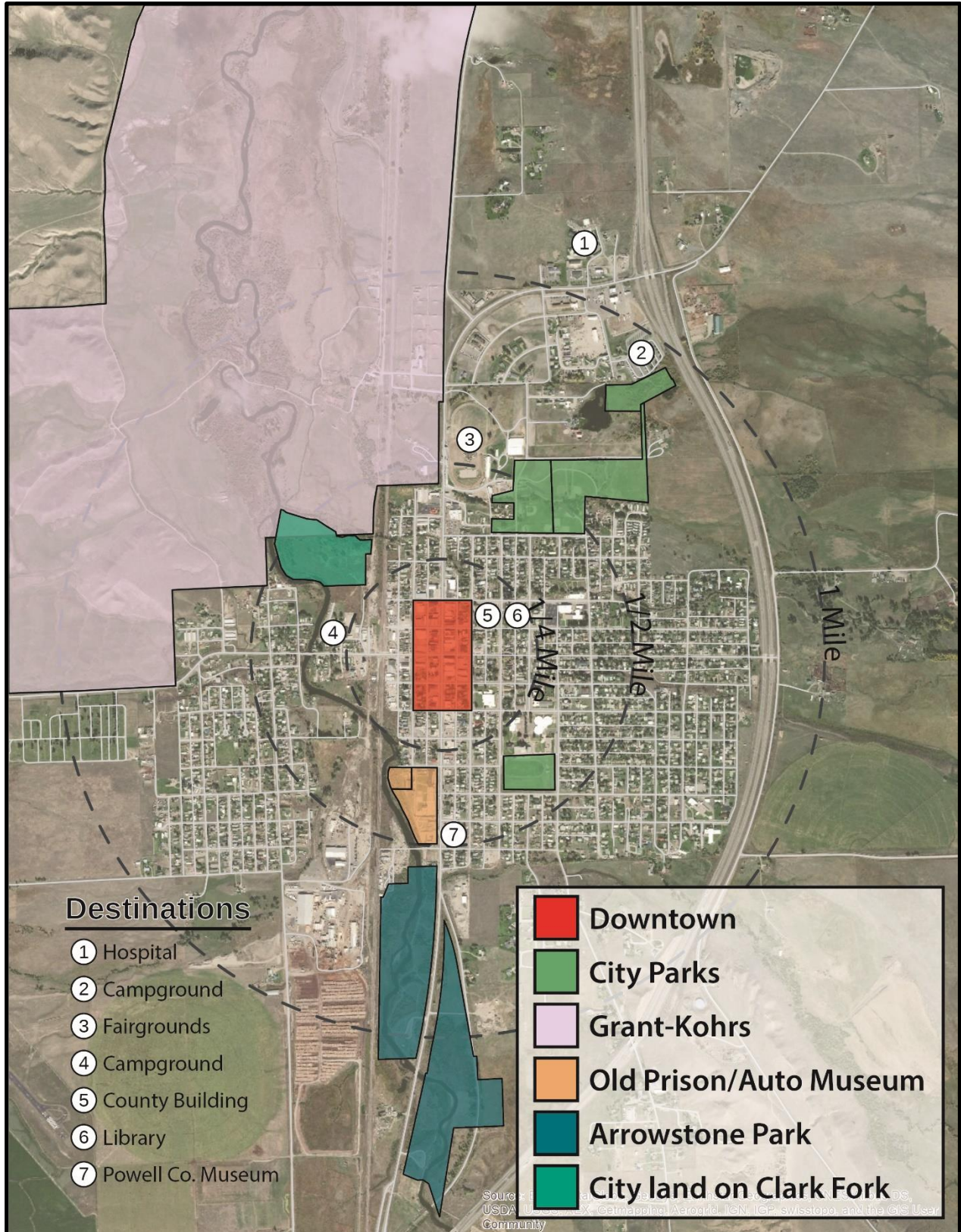
Jim Decker  
Danelle Sawicki  
Melanie Sanchez

Bob Rase  
Brenda Rowell  
Michael Stafford



# ATTACHMENTS

## Map 1: Deer Lodge Overview



## City Plan References

Deer Lodge Downtown Master Plan: Page 24

<b>Action 2.2</b>	<p><b>Create a pedestrian and bicyclist connection on Pennsylvania Avenue linking Main Street with the Arrowstone Park trail system.</b> The northern entrance/exit point for the Arrowstone Park trail system is at the western end of Pennsylvania Avenue. This location of Pennsylvania Avenue has no sidewalk and little indication that this is the start of the trail system or that by continuing walking east trail users can connect with Main Street. By installing a clear pathway along Pennsylvania Avenue, the City can create a more seamless connection between Main Street and the Arrowstone Park trail system. In order for this to be effective it would likely need to be coupled with wayfinding signage located at Pennsylvania Avenue’s intersection with Main Street and the Arrowstone Park Trail. As this section of road has low traffic volumes and speeds, there are many options for the City of Deer Lodge, ranging from installing a sidewalk (which would be more costly) to pavement markings and landscaping to indicate the continuation of the path, which would be less costly and easier to implement.</p>
<b>Partners</b>	CDL, PC
<b>Priority</b>	2
<b>Timeline</b>	Short-term

<b>Action 2.3</b>	<p><b>Develop a plan for installing wayfinding signs directing people to attractions in and adjacent to downtown.</b> Wayfinding refers to the use of informational signage to guide people through Deer Lodge and enhance their experience in the city. The City of Deer Lodge and its surroundings have several attractions for both residents and visitors including downtown, Grant Kohrs Ranch, the Old Prison Museum, and Arrowstone Park. Wayfinding will help effectively guide visitors to these attractions. Wayfinding can be effective in highlighting destinations visitors may not be aware of as well as increasing foot traffic through downtown as visitors realize the relative close proximity of destinations in and around Deer Lodge. Figure 4 shows a conceptual image of what a wayfinding sign might look like in Deer Lodge. Developing a wayfinding program typically entails creating a wayfinding plan to identify a consistent theme and design for signs, where signs will be located, and what destinations to highlight. If signs will be placed within the right-of-way of Main Street (a state highway), MDT will need to be consulted to ensure signs meet the Manual on Uniform Traffic Control Devices and MDT standards. Potential funding sources for developing and implementing a wayfinding plan include the CDBG program, Montana Main Street Program, and/or Montana Office of Tourism Grants. For implementation, the City could reach out to the Montana State Prison’s sign shop about creating the wayfinding signs.</p>
<b>Partners</b>	CDL, PCC, MDT, MSP
<b>Priority</b>	1
<b>Timeline</b>	Long-term

GOALS, OBJECTIVES, ACTIONS, & IMPLEMENTATION

DESIGN

**3 Make downtown an attractive place to visit and do business by developing connections to historic sites and natural amenities.**

**Objective 3.1**

Develop infrastructure that connects downtown Deer Lodge to recreational sites, historic sites, and natural amenities.

**Actions**

<p><b>3.1a</b> Work with Montana Department of Environmental Quality on developing a vision for a park on the city owned land adjacent to the Clark Fork River.</p>	<p><b>Partners</b></p> <p>BID, Arrowstone Park Board, City planner &amp; MDEQ</p>	<p><b>How</b></p> <ul style="list-style-type: none"> <li>• Coordination between BID, the City and Arrowstone Park Board to develop a vision for the property.</li> <li>• Create temporary working committee to facilitate the processes.</li> <li>• Work with the public to develop the vision.</li> <li>• Take Vision to MDEQ.</li> </ul>	<p><b>Timeframe</b></p> <p>Short-term</p>
<p><b>3.1b</b> Work with the Arrow Stone Park Board and Grant Kohrs Ranch to connect and expand trails along and adjacent to the river.</p>	<p><b>Partners</b></p> <p>BID, Arrowstone Park Board, City planner &amp; Grant-Kohrs</p>	<p><b>How</b></p> <ul style="list-style-type: none"> <li>• Coordination between entities to finalize conceptual alternatives plans.</li> <li>• Secure funding to design and build paths.</li> </ul>	<p><b>Timeframe</b></p> <p>Short-term</p>
<p><b>3.1c</b> Create/identify a connection to the newly created Clark Fork River Park. Possibly via Milwaukee Avenue or a rail road under or overpass.</p>	<p><b>Partners</b></p> <p>City planner &amp; Arrowstone Park Board</p>	<p><b>How</b></p> <ul style="list-style-type: none"> <li>• Coordination between entities to finalize conceptual alternatives and plans.</li> <li>• Secure funding to design and build paths.</li> </ul>	<p><b>Timeframe</b></p> <p>- Short-term (Milwaukee Ave) - Long-term (Overpass)</p>

GOALS, OBJECTIVES, ACTIONS, & IMPLEMENTATION

DESIGN

**4 Improve the appearance of downtown and functionality of Main Street.**

**Objective 4.1**

Improve the physical appearance of downtown to entice visitors to stop and explore downtown.

**Actions**

	Partners	How	Timeframe
<b>4.1a</b> Work with MDT to plant street trees and re-establish canopy along pedestrian corridors leading to and from downtown.	BID, Public works, MDT & DLDG	<ul style="list-style-type: none"> <li>BID raise funds for street trees off of MDT right-of-way.</li> <li>Work with MDT to plant trees in MDT right-of-way.</li> </ul>	Long-term

	Partners	How	Timeframe
<b>4.1b</b> Install way finding signs directing people to attractions in and adjacent to downtown.	BID, Public works, MDT & DLDG	<ul style="list-style-type: none"> <li>Identify important sites.</li> <li>Raise funds for sign design and installation.</li> <li>Integrate branding in design.</li> <li>Work with MDT to install signs along state right-of-way.</li> </ul>	Mid-term

	Partners	How	Timeframe
<b>4.1c</b> Create an iconic public art feature on the north end of town, leading into downtown, which will act as gateway to Deer Lodge.	BID, City planner & MDT	<ul style="list-style-type: none"> <li>Identify a site.</li> <li>Work with community to create a design.</li> <li>Work with MDT and property owners to approve site.</li> <li>Raise funds.</li> </ul>	Long-term

**GOALS, OBJECTIVES, ACTIONS, & IMPLEMENTATION**

**PARKS & TRAILS**

**Objective 10.2**

Build capacity to develop a parks and trails system to support downtown re-development and connectivity throughout the community.

**Actions**

	<b>Lead</b>	<b>How</b>	<b>Timeframe</b>
<b>10.2a</b> Build staffing capacity to assist in the planning and development of parks and trails.	City Council	Three options: Hire a part time planner. Share a planner with Powell County. Hire a consultant.	Short-term

**Objective 10.3**

Develop a vision for a new park on City owned property along the Clark Fork River.

**Actions**

	<b>Partners</b>	<b>How</b>	<b>Timeframe</b>
<b>10.3a</b> Engage the public in creating a vision for the property.	City planner, City Council, & Arrowstone Park Board	Hold public meetings to identify community interests.	Short-term

	<b>Partners</b>	<b>How</b>	<b>Timeframe</b>
<b>10.3b</b> Work with the Montana DEQ to prep the site to a standard necessary to meet that vision.	City planner, City Council, & Arrowstone Park Board	Communicate to the project manager at DEQ the outcome of the visioning process.	Short-term

	<b>Partners</b>	<b>How</b>	<b>Timeframe</b>
<b>10.3c</b> Incorporate strong connections to the Clark Fork River into the parks design and amenities.	City planner, City Council, & Arrowstone Park Board	<ul style="list-style-type: none"> <li>Design elements like public art.</li> <li>Create physical connections</li> <li>Clear signage</li> </ul>	Long-term

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**MAIN TOPIC: WAYFINDING**

**ISSUE: Signage and Direction**

Many times during the course of our meetings the lack of clear information and directions relative to Deer Lodge's community attractions was mentioned. Besides the Grant-Kohrs Ranch and Old Prison Museum Complex, the importance of directing visitors to the many Deer Lodge businesses lying in-between these two main attractions was stressed.

**Recommendation:**

Develop and implement a Wayfinding Plan for the Deer Lodge community. A wayfinding system contributes to a larger walkable community effort – one focused on neighborhood and downtown connectivity, safety, accessibility, and enabling multiple forms of transportation.

**Recommended Resource(s):**

Tash Wisemiller, Program Coordinator