

Tyler Fritz
GEOG 483: Lesson 5

Urban & Regional Planning

Lesson Goals

This primary goal of this lesson involves learning the mechanics and guiding principles of feature symbolization and map composition. Important actions learned in the instruction toward these goals include: adding data from online portals, customizing line and polygon feature symbology, creating map layouts, applying custom color schemes to layer symbology, feature labeling, and adding important map elements to a custom layout.

Project Summary

This lesson's goals are taught through the utilization of publicly available GIS data from the City of Kalispell to produce customized maps which will be useful in the urban development and regional planning of the area. The city is located within the Flathead Valley and serves as the governmental, retail, professional, and medical center of Northwest Montana. The city is looking to the future and one primary goal of further development is to continue attracting new businesses catering to the adventure tourism market.

To achieve this goal, two maps are presented to provide prospective businesses insight into the current state of development and potential areas where new businesses would be ideally located. These maps utilize data provided by the City of Kalispell which outline zoning for current developments and for future growth as well as road data which show important links for prospective locations to areas of interest for adventure tourism.

Discussion

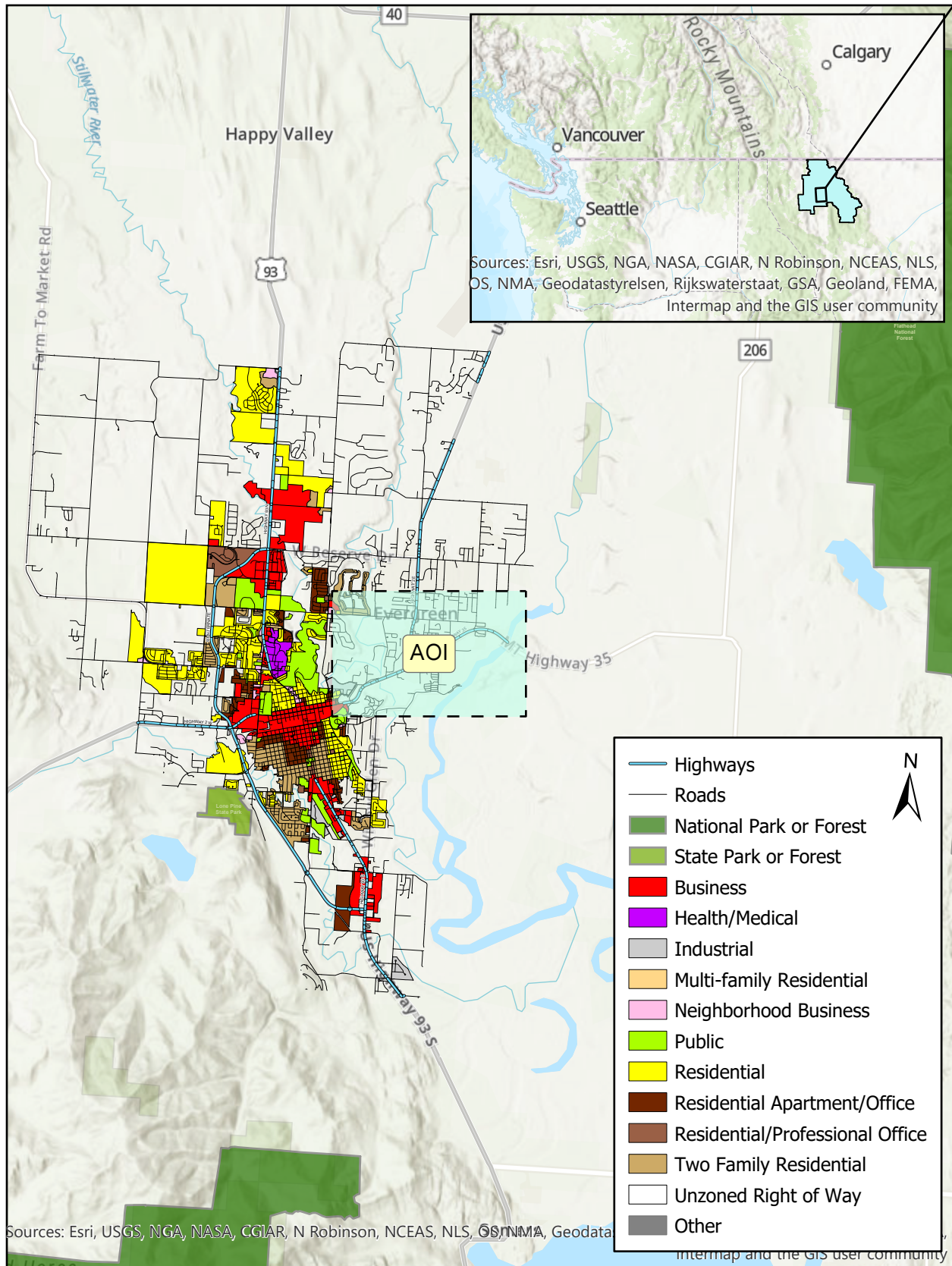
The map package to be sent to prospective business stakeholders include two maps: 1) an overview map (Try This!) showing current zoning in the city with an indicator Area of Interest polygon for possible new developments and 2) a map of the future growth zoning regulations in the Area of Interest (AOI) which show detailed information about the Area of Interest outlined in the overview map.

The Try This! map shows the placement of the City of Kalispell within the Flathead Valley and gives some spatial understanding of the city's location to areas that may be of interest to adventure tourism businesses. It shows that the city's current development centers around the intersection of Highway 93 and Highway 35/Highway 2. The map indicates the AOI's connection by highway to the main downtown area, national parks and mountain ranges to the east and south, and a state park near town. It also shows that the AOI is located along the Flathead River and is within a short driving distance to the northern end of Flathead Lake.

The detail within the currently underdeveloped AOI is shown within the City of Kalispell Business Growth Plan map. This map shows that this area would be ideal for many new businesses that may be associated with the growth of the adventure tourism business. The map shows that the Highway 35/Highway 2E corridor is zoned for a wide variety of development types. Along the highways, there is ample space for commercial and urban mixed use businesses. These locations along the highway would be prime for adventure tourism businesses themselves. These highways provide quick connections to all the regional features shown in the Try This map. Fishing outfits or whitewater guides could easily access the river close to the business location and have employees drive down river to pick up customers down river – or they could easily make a day trip to the lake. There are a number of Public Open Spaces nearby town which could serve as staging points. Gear outfitters and other sellers of merchandise could benefit by opening along the highway corridor to serve underequipped tourists or the adventure outfits themselves. These areas could host hotels and other urban lodging for tourists. Much of the area set back from the highways are zoned for urban and suburban residential development. Real estate developers may be interested in starting new projects in these areas as they will be closely located to the growth along the highway and may serve as homes for the new workforce population that accompanies the city growth.

Try This!

Description: Overview Map indicating the present day zoning of the City of Kalispell within Flathead County



0 2 4 8 Miles

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City of Kalispell Business Growth Plan

Description: Potential areas for new adventure tourism business development determined by future growth zoning and proximity to areas of interest

