Downtown Master Plan
Accomplishments
Renewal of Downtown BID

- In Place for Next 10 Years (2010-2020)
- 75% Approval, ZERO Protest
- Property owners LOVE the Downtown Clean Team, the Ambassadors and the dedicated police patrol
Creation of Missoula Downtown 501c3 Foundation

- Offers tax incentives for contributors
- Increases opportunities for grant funding
- Will help raise funds and create partnerships for Master Plan Implementation
- Acquired $350,000+ for Caras Park Improvements to date
North Higgins Streetscape Improvements
North Higgins Street Improvements

- Acquired $1.5 million of ARRA funding for improvements
- Completed October 2010
- Vehicle lane reconfigurations
- Protected bike lanes
- Corner plazas & code-compliant ADA ramps
- Pedestrian-scale lighting
North Higgins Street Improvements

- Landscaping (trees, bushes, flowers)
- Sewer Line Repair
- Water Line Replacement
- Controlled Access to Surface Parking Lots
Downtown Historic District Designation

- Named by the National Trust
- Missoula’s 9th Historic District
- I-90 Signage installed December 2010

![Signage Image]
Comprehensive Wayfinding Underway for Missoula

- Systems for “Finding Your Way”
- Includes Signage, Mapping, Information Kiosks and Online Communications
Transportation Impact Fees

- Reduced by 33% for development that occurs within the Master Plan Study Area
Higgins Avenue Bridge

- Resurfacing and improvements are in the long-term work plan of the Montana Department of Transportation
- Downtown must advocate for cantilevers, ramps, lighting and other desired amenities
Sawmill District Improvements

- Trail extended from California Street to Baseball Stadium
- Boat Ramp completed in 2011
- Parking Lot with 150 spaces completed
- Wood waste hauled out last fall
- City purchased Center Island
- MAX Wave fundraising underway
Governments STAYING Downtown!

- Both the city and the county have abandoned their plans to relocate services to Mullan Road area.
- City to seek future bond for new police headquarters.
- Mountain Line recently completed new transfer center renovations.
Governments STAYING Downtown!

- County has expanded into two buildings in Downtown:
  - Garlington Building – West Pine
  - Creamery Building – West Railroad (with assistance and contribution from the city)
Caras Park Improvements

- Launched Three-Year Capital Campaign to raise $500,000 for Caras Park
- Phase I Improvements Completed
- Funds Raised to Date: $350,000
- Funds Left to Raise: $300,000
Caras Park Economic Contributors

- More than 75 Events Per Year that draw nearly 1 million visitors
- Clark Fork River Market – 120 vendors and thousands of consumers each year
- Carousel Market & Festival – Sundays from 10 am-2 pm in its 3rd year
- Brennan’s Wave – host to two national and three state events in three years
Parking Development

- Park Place Parking Garage on the corner of East Front and Pattee under construction!
- 325 new parking spaces in downtown
- Great shared-used facility
- To include public art by local teacher and artists Mike Golins
- Scheduled for completion in October 2012
Other New Parking Improvements

- One Hour FREE Parking in Central Park Garage
- New Lease Rate Structure ($35-$75/month)
- New Tiered Fine Structure (FREE, $5, $10, $15)
- Modest Expansion of 10-Hour Meters
- New Lease Rates on Railroad Street Meters
- New RV Parking on Pattee Street
- Recent Parking Study to be completed soon by St. Patrick’s Hospital
Two New Six-Story Buildings

- First Interstate Bank Building
  - All purchased and occupied
  - Hunter Bay Café opened Summer 2010
  - Drive-through completed 2011
  - Corner Park completed 2011
Two New Six-Story Buildings

- Garlington, Lohn & Robinson – 2011
  - First New Market Tax Credits in Montana, thanks to Montana Community Development Corporation and First Security Bank
  - Transferred old building to Missoula County
  - County relocated its administrative services to 199 W. Pine, creating government campus concept
  - County investing in Historic Courthouse
Building & Business Inventory

- Comprehensive building-by-building inventory completed December 2011
- Helps us understand what we offer as a baseline: business mix, lease rates, vacancy rates, gross revenues, etc.
- Helps us know what
Building & Business Inventory

- Inventory to serve as a baseline tool to evaluate & improve:
  - Conditions of Properties & Needed Building Improvements
  - Goods & Services (Retail & Service Mix)
  - Business Clusters
  - Overall sale and lease ranges
  - Employment, Marketing and more
Interesting Inventory Tidbits

- 84 Blocks Surveyed
- Occupancy Rate: 87%
- Average Lease Rates Per Square Foot:
  - Consumer Services: $14.12
  - Food & Beverage: $12.74
  - Retail: $11.45
- Average Sales Per Square Foot:
  - Food & Beverage: $606.00
  - Retail: $123.00
Business Landscape in Downtown

- 15 openings; 8 closings in last 8 months
- 8 businesses/buildings recently purchased
- Historic Missoula Mercantile sold in less than one year; renovation underway.
- Artcraft Building sold after 10-12 years on the market; Peak Health & Wellness vested in Downtown
- More out-of-area interest and developer inquiries than ever before
River City Roots Festival
Missoula

All Day Music & Activities
Free Admission
AUG 27 & 28 2011

August 27 & 28
Downtown Missoula
Downtown Association

Missoula Downtown Association
MISSOULA IS ART.
MAM MISSOULA ART MUSEUM
Library Committed to Downtown

- Missoula Public Library in the midst of a long-term (20-year) strategic planning process for additional space to meet community’s needs
- Library committed to its Downtown location due to Master Plan and public’s desires
- Library could anchor Arts & Cultural District
Working on Homelessness

- Comprehensive homelessness needs assessment completed 2011
- Homeless Outreach Teams (HOT) working on the streets for a year, meeting homeless folks on their turf
- Capital Campaign and Design Underway for new Poverello Center on West Broadway
Tourism

- Tourism Business Improvement District created in 2010
- TBID bid for several major events; MAC and Jehovah’s Witness successful
- New Sports Commission established to bid for sporting events
- Missoula County Airport seeking a low-cost carrier with community assistance
Events – Good for Missoula

- Major concerts bring significant economic impact
Missoula Marathon
2011 Montana Tourism Event of the Year
Riverfront Triangle

- Hotel Fox Project currently in the midst of a market study and due diligence
- St. Patrick’s Hospital looking to make some infrastructure investments there
- Parking analysis underway
Facade Improvements
Mountain Line Operations

- Comprehensive Operations Analysis recently completed and implemented.
- 15-minute service now offered on Route 1; ridership to increase by 70,000
- Urban Street Car Study funded and completed; final report due this fall.
- Transfer Center and street renovated
Front & Main Conversion

- Seeking to convert one-way streets to two-way streets to provide better access to Downtown and its businesses
- Feasibility Study to commence in 2012 with funds left over from another transportation project
- Must find funding for implementation
Street Lighting

- New Pedestrian-Scale Lighting added to North Higgins
- WGM Group did a comprehensive study on Downtown lighting
- Lighting an important component for residential and commercial development
What’s Next?

- Downtown Housing Inventory
- Comprehensive Branding Campaign
- Business Development Initiatives
- Completion and Occupancy of Historic Missoula Mercantile Building
- Sawmill District and Triangle Development
- Wayfinding System for Missoula
- Goal Setting for 2013
Missoula Downtown
Master Plan
Achievements

www.missouladowntown.com