



Landscaped boulevards with street trees and pedestrian-scale lighting buffer sidewalks and raised cycle tracks from moving traffic and contribute to an inviting environment for pedestrians and cyclists.



Signalized left turns at key locations permit U-turns and provide safe crossing of the bus lane and access to destinations on the opposite side of Brooks Street.



New signalized pedestrian and bicycle crossings and marked crosswalks along and across Brooks Street improve safety and visibility, and contribute to enhanced connectivity throughout Midtown.



A fixed, center-running transit guideway improves transit travel times and transit reliability, and signals permanence to developers. Center transit stations provide refuge points for pedestrians crossing Brooks Street, and can also become focal points on the corridor.

Vision for the Brooks Street Corridor

- Provide fixed route, center-running bus-rapid transit (BRT) with 15-minute headways
- Improve pedestrian and bicycle accessibility and connections along and across Brooks Street
- Foster mixed-use development with a range of housing types and prices to support fixed route transit
- Improve corridor aesthetics with gateways, street trees and other plantings, pedestrian-scale lighting and other amenities creating a place where people want to be and to spend time
- Transform Brooks Street into the dynamic, economically thriving, multi-modal community resource it has the potential to become

Transforming the Brooks Street Corridor



Brooks Street Corridor Transit-Oriented Development (TOD) Study

May 2020

Study Sponsors:
 Missoula Redevelopment Agency
 Missoula Urban Transportation District - Mountain Line
 City of Missoula Transportation Planning (MPO)
 City of Missoula Land Use Planning
 Missoula County Fairgrounds
 Missoula Midtown Association



Many of the goals and objectives of the Brooks Corridor TOD Infrastructure Study were established through public engagement during planning efforts for the Brooks Corridor Study, conducted in 2016 by P.U.M.A. with a grant from Community Builders New Mobility West Initiative.

Maintaining Brooks Street as a strong and viable transportation and economic corridor is important to Midtown Missoula businesses, adjacent neighborhoods, and the entire Missoula community. The Brooks Street Corridor Transit-Oriented Development (TOD) Infrastructure Study presents a community-based program, initiated by the City and stakeholders, to re-imagine this important environment and consider its potential as an important asset well into the future. There has been to identify the transportation infrastructure needed to support and bus-rapid transit (BRT), provide access for vehicles, pedestrians and bicyclists alike, and transform the Brooks Street corridor into a place where people want to work and live.

Connectivity

Issues

- Through traffic v. local traffic.
- Neighborhood residential connecting streets.
- Circuitous transit routes; none directly on Brooks Street.

Outcomes

- ✓ Accommodate adequate access for motorists, pedestrians and cyclists alike.
- ✓ Address both through traffic, and traffic destined for local Midtown businesses.
- ✓ Accommodate pedestrian and bicycle connections to safely cross Brooks Street.
 - Reduce out-of-direction travel.
 - Reduce risky behavior.
 - Encourage more walking and cycling.
 - Improve potential for businesses and employers to “bridge” Brooks Street.
- ✓ Consider closing or vacating dispensable street segments to enhance connectivity and safe passage across Brooks Street.
- ✓ Reduce the number of street crossings.
- ✓ Consolidate private redevelopment parcels and/or add public open space.

Development Nodes

Issues

- Development nodes create a sense of place around which complementary businesses or uses can locate, potentially creating agglomeration economies.
- Creation of nodes can improve a corridor’s aesthetic, creating a place where people want to be and to spend time.

Outcomes

- ✓ Cultivate development nodes to signal that Brooks Street is more than just an arterial highway.
- ✓ Nodes may be centered around intersections or may be linear along the corridor.
- ✓ Enforce design guidelines for building facades fronting Brooks Street to promote a desired corridor aesthetic, which is crucial to successful definition and redevelopment.
- ✓ Offer developers density incentives to entice development in defined nodes and offer leverage to the City regarding urban design and aesthetics.

Safety & Access Management

Issues

- As evidenced by crash statistics, there is a clear need to improve safety on the Brooks Street corridor for all users.
- A multitude of access points along Brooks Street contribute to crashes.
- Limited pedestrian and bicycle infrastructure, coupled with the lack of good transit service, reinforces the automobile-oriented nature of Brooks Street, retaining numerous conflict points between automobiles and other users.

Outcomes

- ✓ Simplify intersection geometries.
- ✓ Reduce and/or consolidate curb cuts and driveways.
- ✓ Add pedestrian refuges to make it easier for pedestrians to cross Brooks Street.
- ✓ Install crosswalk markings on all intersection legs to improve visibility on crossing locations.
- ✓ Obtain additional right-of-way as necessary to improve multi-modal transportation conditions. Adequate right-of-way is necessary to:
 - Add center-running bus-rapid transit service to the corridor to improve throughput capacity and help reduce the frequency, volume and severity of crashes.
 - Add missing sidewalks or widen sub-standard sidewalks.
 - Add boulevards and amenity zones between sidewalks and curb cuts.

Corridor Aesthetics

Issues

- As the Brooks Street corridor has evolved, it has failed to become a comfortable place.
- Streetscape features are inconsistent.
- Pedestrian amenities are inadequate.
- The corridor lacks significant green space or “visual oases” from development and paved areas.
- Commercial signage, directional information, and advertising add to roadway clutter.

Outcomes

- ✓ Improve corridor aesthetics:
 - Create gateways, nodes and a corridor identity.
 - Site buildings closer to the street.
 - Provide green relief with street trees and other plantings.
 - Reduce corridor scale to be more people-oriented.
 - Use consistent streetscape amenities and signage to unify corridor appearance.
 - Encourage multi-story buildings that engage and enliven the street; discourage one-story buildings.

