



MIDTOWN MASTERPLAN

Missoula Redevelopment Agency

June 17, 2021

PROJECT GOALS

1

Provide a voice for people who live, work, and utilize Midtown

2

Promote equitable development

3

Create predictability for private investment

4

Promote a sense of belonging

5

Leverage local dollars to attract Federal infrastructure funding

6

Build on existing planning initiatives for Midtown

AREAS OF STUDY

People & Equity

Land Use

Connectivity

Healthcare

Infrastructure & Parking

Business & Non-profit Health

Housing

Urban Design

Parks & Recreation

Culture, Arts & History

STEERING COMMITTEE MEMBERS

Emily Brock, *Chair*, Missoula County

Lauren Hutchison, *Midtown Association President*, First Security Bank

Grace McCoy, Anderson ZurMuehlen

Corey Aldrich, Mountain Line

Ellen Buchanan, Missoula Redevelopment Agency

Eran Pehan, City of Missoula

Gwen Jones, Missoula City Council

Jim Bachand, Missoula Organization of Realtors

Dirk Visser, Allegiance Benefit Plan Management

Nate Richmond, Blue Line Development

Josh Kendrick, Opportunity Resources

TBD, All Nations Health Center

Whitney Bergmann, Tourist Business Improvement District

*Staffed by Melanie Brock

STEERING COMMITTEE DUTIES

Ensure
faithfulness to
goals

Advocate for
Midtown/ liaison
to community

Fundraise
public/private \$

Defining project
boundaries/scope

Ensure broad
participation

Lead
procurement
process

Guide the
planning team

Participate in
planning

Support plan
adoption

Establish
implementation
team

TIMELINE

Summer/Fall 2021

Drive

- Onboard staff
- Convene Steering Committee
- Refine project scope and boundaries
- Fundraise \$550,00 project budget
- Procure team

Fall 2023

Implement

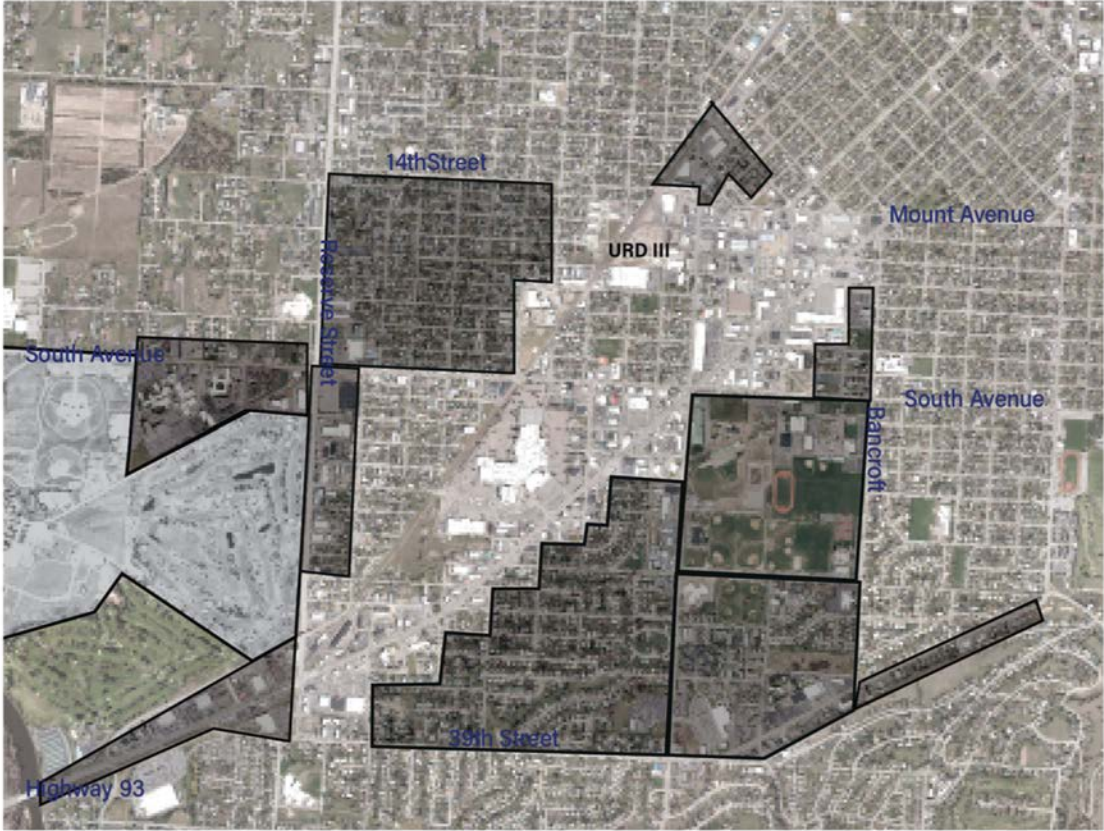
- Adoption by up-to 15 agencies
- Create implementation team
- Fund and build transformational projects

Dream

- Diverse and broad participation
- Promote project goals
- Imagine possibilities
- Articulate vision

Winter/Spring 2022

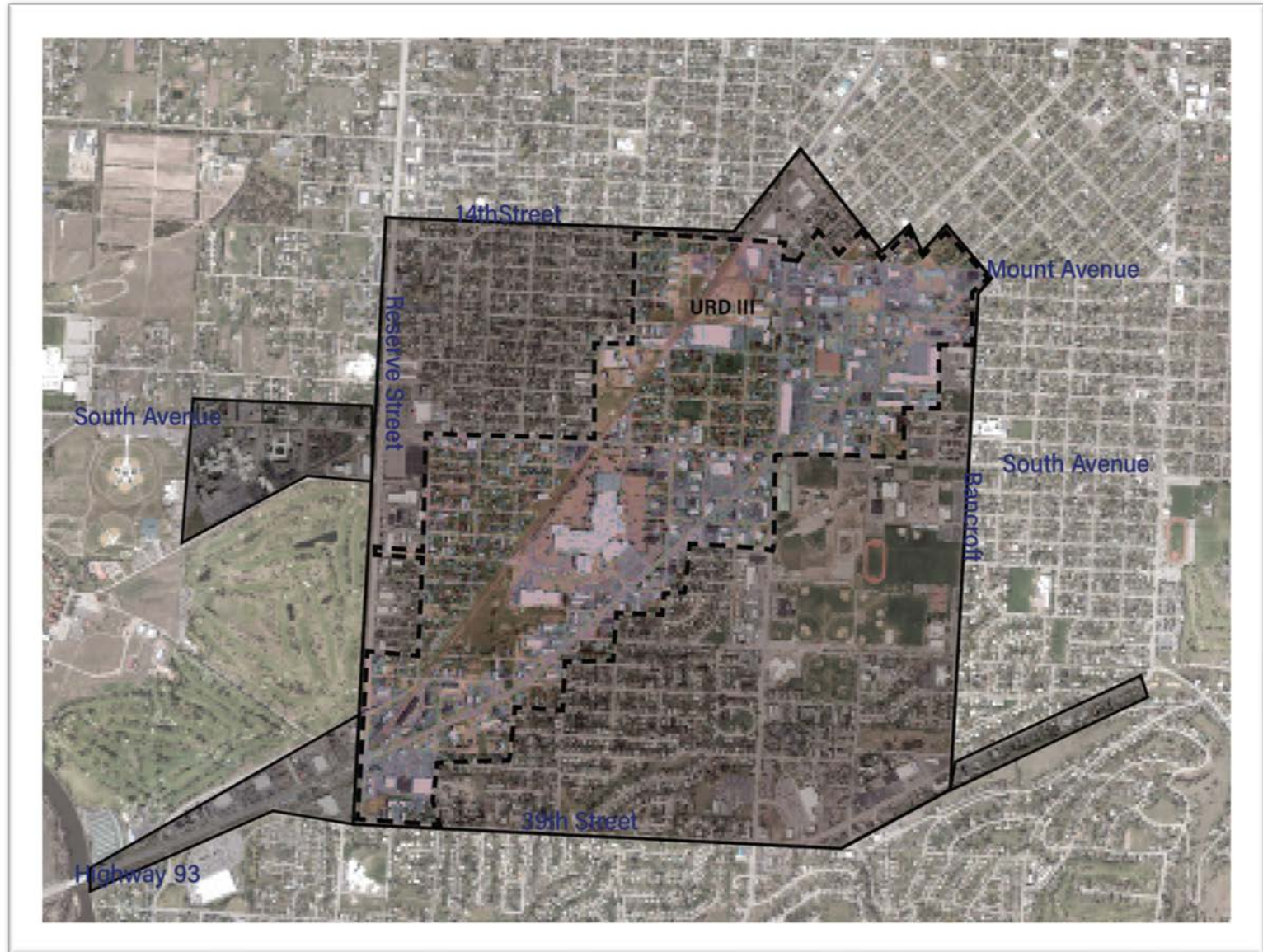
BOUNDARY DISCUSSION



White Paper Goal		Description	What does it look like for this team?	
1	Provide a voice for the people who live in, work in, and utilize Midtown	<ul style="list-style-type: none"> Create a space for residents, workers, and users to articulate the unique characteristics that should be preserved. Discover new ways to engage disenfranchised populations and implement their ideas. 	When finished "cutting the lines" will everyone have a voice who should?	
2	Promote equitable development	<ul style="list-style-type: none"> Ensure neighborhood balance with factors that promote healthy urbanism 	When finished "cutting the lines" does the area have capacity to future development to include?	
			Factors	Yes/No
2.1			Affordable housing	y
2.2			Mixed balance of various retail needs	y
2.3			Night life (restaurants, coffee shops, etc)	y
2.4			Medical Care	y
2.5			Nearby groceries	y
2.6			manufacturing and other living-wage jobs	y
2.7			business incubation space	y
2.8			accessible parks	y
2.9			clean indoor and outdoor environments	y
2.10			Education	y
2.11			Indoor and outdoor fitness	y
2.12			growth opportunities	y
2.13			social gathering spaces	y
2.14			mobility for all people and modes with reliable and safe transportation connections	y
3	Leverage local dollars to attract Federal infrastructure funding		When finished "cutting the lines" what existing plans are relevant and should be overlaid?	
Other Goals To Monitor In Scope Of Work Narrative				
5	Create predictability for private investment	<ul style="list-style-type: none"> Attract and retain development that meets the community vision for Midtown Provide a clear path forward, so developers have fewer hurdles when approaching design, permitting, zoning, and regulatory agencies 		
4	Promote a sense of belonging	<ul style="list-style-type: none"> Nurture the social fabric of Midtown Promote positive and diverse human interaction Hone and promote the Midtown brand and drive right-sized business in the area Maintain existing and attract new businesses that meet the needs of a safe and connected neighborhood 		

Figure 1: areas outside URDIII reviewed for inclusion

RECOMMENDED BOUNDARY



CURRENT FUNDING > \$130,000.00

\$25,000 and up

Missoula Metropolitan Planning Organization (MPO)

\$10,000 - \$24,999

Allegiance Benefit Plan Management

First Security Bank

First Interstate Bank

Jackson Contractor Group

Southgate Mall

Missoula County Fairgrounds

\$5,000 - \$9,999

Missoula Urban Transportation District (Mountain Line)

Stockman Bank

\$1,000 - \$4,999

BlueLine Development, Inc

IMEG (formerly Territorial Landworks)

Missoula Association of REALTORS

WGM Group

Glacier Ice Rink

\$250 - \$999

Anderson ZurMuehlen

Flanagan Motors

Trail Head River Sports

TrailWest Bank

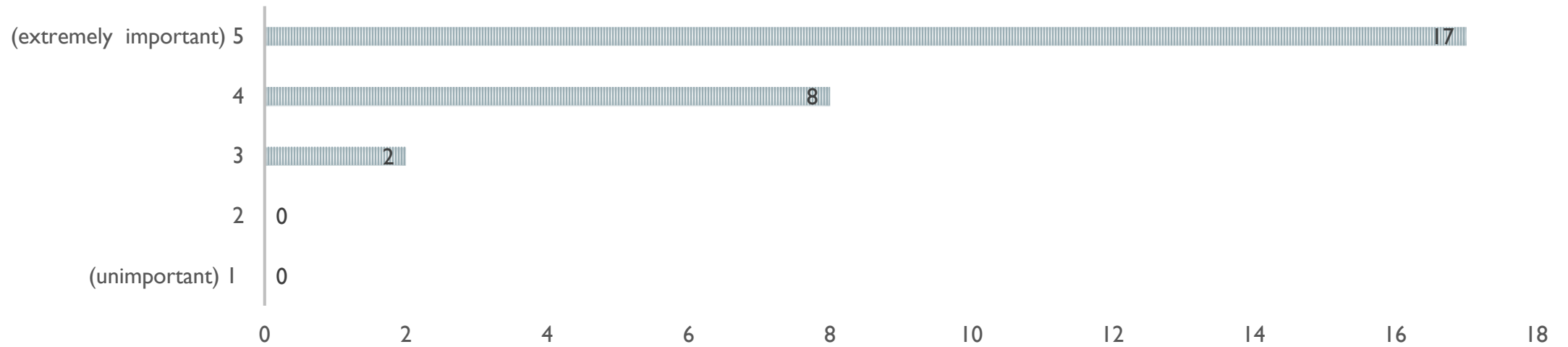
Tremper's Shopping Center

QUESTIONS

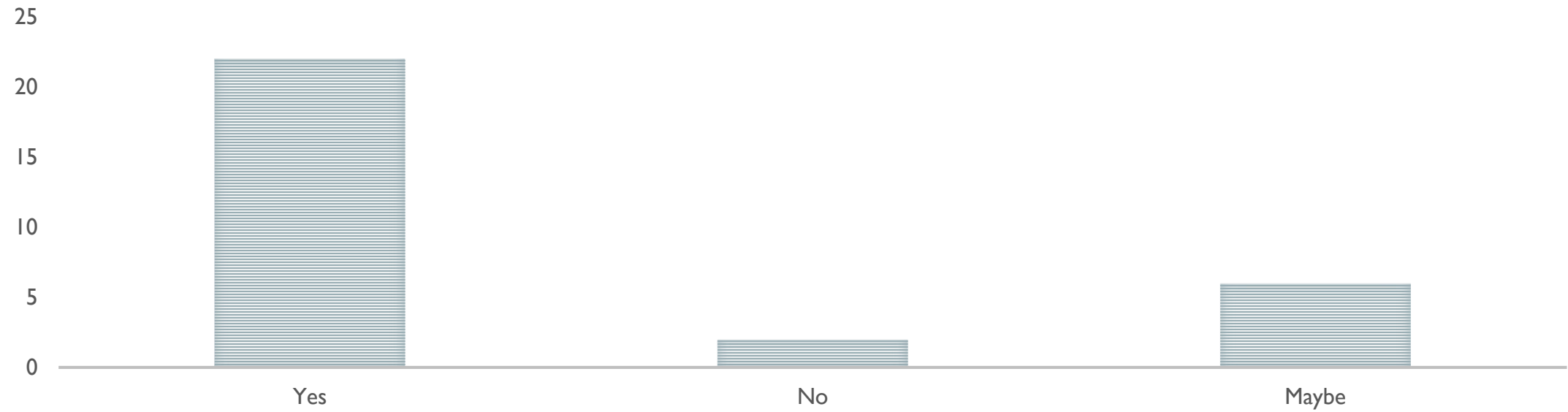
INTERVIEWS/SWOT

- Aaron Brock
- Aaron Wilson
- Amber Sherrill
- Barbara Nielan
- Bob Burns
- Charlie Beaton
- Claire Matten
- Dale Bickell
- Dan Ermatinger
- Donna Gaukler
- D'Shane Barnett
- Ellen Buchanan
- Eran Pehan
- Grant Kier
- Gwen Jones
- Heather Foster
- Heather Harp
- Jack Lawson
- Jesse Ramos
- Jim Bachand
- John Engen
- Julie Merritt
- Katie Carlson
- Kim Latrielle
- Linda McCarthy
- Melanie Brock
- Nate Richmond
- Priyanka Fernando
- Ross Lane
- Ruth Reineking
- Sandra Vesecka
- Scott Burke
- Steve Clawson
- Susan Hay Patrick
- Tom Severson
- Whitney Bergmann

■ On a scale of 1-5, how important do you think a master plan is for midtown? (1 being unimportant and 5 being extremely important)



HOW IMPORTANT IS A MASTER PLAN



WOULD YOU CONTRIBUTE \$?

MIDTOWN IS?

GROWTH GREAT PARKING SCARY TO WALK FAIRGROUNDS
BROOKS STREET
AUTO CENTRIC LACKS GREEN SPACE
SOUTHGATE MALL

UNIQUE/IMPORTANT?

RESIDENTIAL
AFFORDABLE REAL LARGE
CENTRAL
REGIONAL

OPPORTUNITIES?

TRANSIT

HIGH-DENSITY HOUSING

YEAR-ROUND FAIRGROUNDS

ASPHALT CONVERSION

VEGETATION

HOTELS

PEDESTRIAN CONNECTIONS

THREATS?

NO COMMUNITY

SOUTHGATE MALL DYING

HIGHWAY DEVELOPMENT

ONLINE RETAIL POOR TRANSPORTATION

GENTRIFICATION

NO PLAN