



Missoula Greater Downtown Master Plan

08-19-2009

City of Missoula
The Downtown Business Improvement District of Missoula • Missoula Parking Commission
Missoula Redevelopment Agency • Missoula Downtown Association

Acknowledgements

Steering Committee

Linda McCarthy, Executive Director, Missoula Downtown Association
Dan Cederberg, Attorney, Cederberg Law
Ellen Buchanan, Director, Missoula Redevelopment Agency
John Engen, Mayor, City of Missoula
Roger Millar, Director, Office of Planning and Grants, City of Missoula and Missoula County
John Horner, Vice President, First Interstate Bank
Lynn Redding, Resident and Property Owner
Ellie Hill, Resident, Property and Business Owner
Cynthia Manning, Regional Social Scientist, U.S. Forest Service
Dave Strohmaier, Ward 1 Representative, Missoula City Council
Jason Wiener, Ward 1 Representative, Missoula City Council
Bill Carey, Commissioner, Missoula County
Matt Ellis, Property and Business Owner
Theresa Cox, Executive Director, A Carousel for Missoula
Rosalie Cates, Executive Director, Montana Community Development Corporation
Melissa Schmitt, Resident, Property and Business Owner
Jinny Iverson, Vice President, St. Patrick Hospital and Health Sciences Center
Jerry Ballas, Architect, The University of Montana
Nicole Newman, Missoula Housing Authority
Mike Hickey, President, First Interstate Bank
Steve Adler, Architect, Adler Architecture
Kim Klages-Johns, Business Owner, J. Elaine's Boutique
Rod Austin, Director of Operations Downtown Business Improvement District

Technical Advisory Committee

Ellen Buchanan, City of Missoula, Mayor's Office
Chris Behan, Missoula Redevelopment Agency
Anne Guest, Missoula Parking Commission
Linda McCarthy, Business Improvement District
Mark Landkammer, Office of Planning & Grants
Stephanie Millar, Mountain Line
David Shaw, City Parks and Recreation
Marty Ludemann, City Police Department
Jason Diehl, City Fire Department
Steve King, City Public Works Department
Dwane Kailey, Montana Department of Transportation
Lori Davidson, Missoula Housing Authority
Vicki Judd, Northwestern Energy
Greg Oliver, Missoula Health Department
Logan McInnis, Mountain Water
Larry Manchester, Qwest Communications
Mike Kress, OPG Transportation Planning
Dave Martin, Blackfoot Communications

Mayor

Mayor John Engen

Lead Local Agencies

Ellen Buchanan, Director
Missoula Redevelopment Agency
Linda McCarthy, Executive Director
Missoula Downtown Association
Anne Guest, Director
Missoula Parking Commission
Rod Austin, Director of Operations
Downtown Business Improvement District

Consultants

Crandall Arambula PC, Prime Consultant

George Crandall, Principal
Don Arambula, Principal
Jason N. Graf, Associate Principal/Sr. Urban Designer
Erin Carter, Urban Designer
Julia Reed, Urban Designer
Jessie Maran, Urban Designer
Brenda Fusté, Urban Designer
Karen Wall, Graphics Coordinator
Lauren Joyner, Intern Urban Designer

Carl Walker, Inc., Parking

Dennis Burns, Vice President
Mike Robertson

Economics Research Associates, Market and Retail Analysis

Tom Moriarity, Vice President

WGM Group, Traffic and Transportation

Brent Campbell, Vice President

The Hingston Roach Group, Business Recruitment & Retention

Lorraine Hingston Roach, President

Donors

We salute those who support the vision that will ensure Downtown Missoula remains vibrant and healthy over the course of the next 25 years. The Greater Downtown Missoula Master Plan was created in 2007 and 2008 with leadership, support and contributions from the following organizations and businesses.



Downtown Business Improvement
District of Missoula



Missoula Redevelopment Agency



Missoula Parking Commission



Missoula Downtown Association

Big Sky Trust Fund
St. Patrick Hospital & Health Sciences Center
Missoula Area Economic Development
Corporation
Community Medical Center
First Interstate Bank
Holiday Inn–Downtown at the Park
Missoula County
Zip Beverage
First Security Bank
Historical Research Associates
The University of Montana
139 E. Main, LLC
A & E Architects
Mountain Line Transportation
Galusha, Higgins & Galusha
JCCS - CPAs and Business Advisors
Missoula Building Industry Association
MIF Partnership–Tim & Exie France

Missoula Area Chamber of Commerce
Missoula Federal Credit Union
Missoula Housing Authority
Missoula Osprey Professional Baseball
Partners Creative, Inc.
Sean Kelly's Public House
US Bank
Washington Corporation
Blackfoot Communications
Doubletree Hotel
Treasure State Bank
Urban Renewal Associates & Historic Penwell
Building–Ken Duce
Hide & Sole
Allied Waste Systems
American Public Land Exchange
Community Bank of Missoula
Garlington, Lohn & Robinson PLLP

Gordon Construction
Kembel, Kosena & Company, Inc.
OZ Architects
Rocky Mountain Development Group
Sterling Savings Bank
Uptown Diner
Wells Fargo Bank
Western Montana Clinic
Williams Law Firm P.C.
Worden Thane P.C.
Big Dipper Ice Cream
Boyle, Deveny & Meyer
MacArthur, Means & Wells
Montana Community Development Corporation
Payne Financial Group
Phillips Law Firm P.C.
Cederberg Law Offices
James Hoffman & Associates

Table of Contents

Executive Summary

- Plan Purpose2
- Balanced-Center Development4
- Fundamental Concept6
- Master Plan8
- Implementation..... 10

Land Use Framework

- Overview14
- Retail16
- Commercial20
- Employment22
- Housing24
- Arts and Culture32
- Parks and Green Space36
- Parking.....42

Circulation Framework

- Overview50
- Pedestrians52
- Bicycles54
- Transit60
- Automobiles and Trucks 64

Implementation Program

- Overview75
- Development Potential.....76
- Action Plan78
- Strategy Management..... 120