

Downtown Master Plan

Achievements 2009-2010

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 Downtown 501c3 Foundation

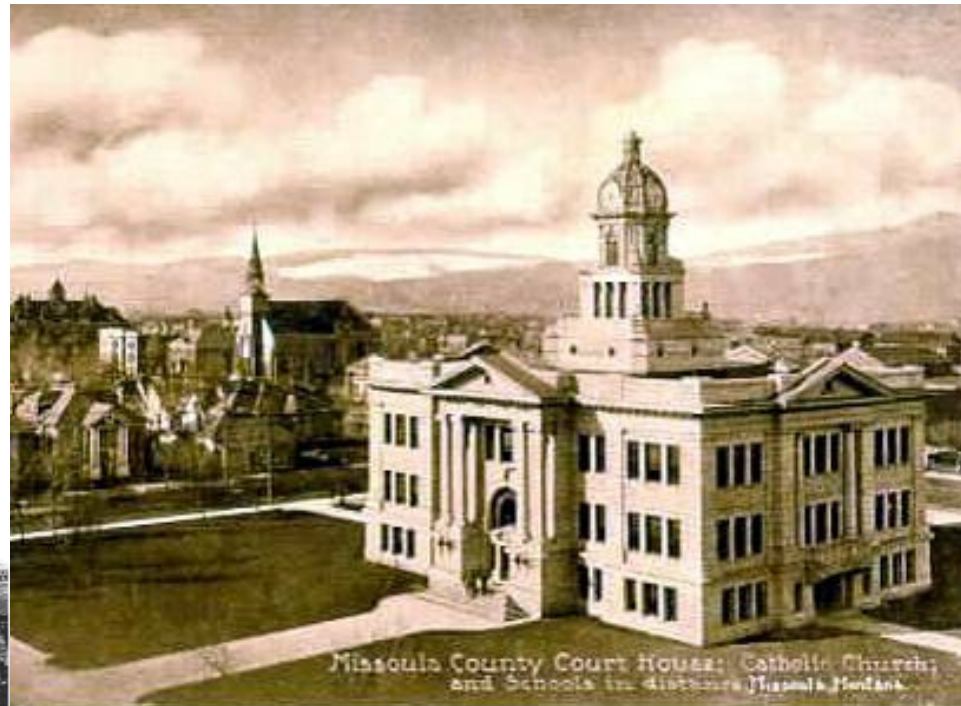
- Offers tax incentives for contributors
- Increases opportunities for grant funding
- Will help raise funds and create partnerships for Master Plan Implementation
- Acquired \$93,000+ for Caras Park to date



Historic Downtown Designation

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





Federal Appropriations Requests

- Requests submitted for:
 - Conversion of one-way streets to two-way streets
 - Comprehensive Downtown street lighting
 - Street Car Feasibility Study
- Projects not funded in 2010
- Re-submitting in 2011



View of the Orange and Main Retail Anchor and Front Street Realignment

Funding Acquired!

- Acquired \$1.5 million of ARRA funding for North Higgins Street Improvements

North Higgins Streetscape Improvements



North Higgins Street 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 Zoning & Design Guidelines

- Missoula successfully re-wrote the ancient zoning code and did an Urban Fringe Development Plan
- City is budgeting for consultant and public process for Downtown
- Currently evaluating when to start process for Downtown
- Community evaluating and considering Form-Based Codes

Transportation Impact Fees

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

TIGER II Grant Application

- Missoula Redevelopment Agency and MRP (Millsite Redevelopment Project) submitted a cooperative application
- Intent to use funds for street, trail and park completion in the Sawmill District
- Application not approved
- Will re-submit if opportunity arises



Higgins Avenue Bridge

- Resurfacing and improvements are in the work plan of the Montana Department of Transportation (2013?)
- Downtown must advocate for cantilevers, ramps, lighting and other desired amenities



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



Governments STAYING Downtown!

- County has purchased two buildings in Downtown for service expansion:
 - Garlington Building – West Pine
 - Creamery Building – West Railroad (with assistance and contribution from the city)



Caras Park Improvements

- Three-Year Capital Campaign Underway
- Phase I Improvements to hopefully commence this winter
- \$93,000 of \$160,000 raised to date



Caras Park Improvements

- Phase I Improvements include new stage, band shell, electrical and irrigation systems, more
- 4th Public Market added to summer schedule



Silver Park Improvements

- Parking Lot completed this summer, adding 165 parking spaces in the area
- Boat Ramp constructed
- Trail Connections bids have been awarded







Parking Improvements

- Land acquired for East Front Street Parking Structure; planning and design underway
- Construction to commence this spring
- Replacement of old meters (40) on North Higgins with new technology
- One Hour FREE Parking in Central Park Garage implemented December 2010





Parking Improvements

- Lease Lot Rates increased in January
- Residential Parking Permit Rates to increase in 6-12 months
- New technology for New Park & Bank Street Lots installed in 6-12 months



Two New Six-Story Buildings

- First Interstate Bank Building
 - All but one floor purchased and occupied
 - Hunter Bay Café opened July 2010
 - Drive-through under construction







Two New Six-Story Buildings

- Garlington, Lohn & Robinson – 2011
 - Scheduled for completion in January
 - First New Market Tax Credits in Montana, thanks to Montana Community Development Corporation and First Security Bank
 - Sold old building to Missoula County, which will relocate its administrative services to 199 West Pine

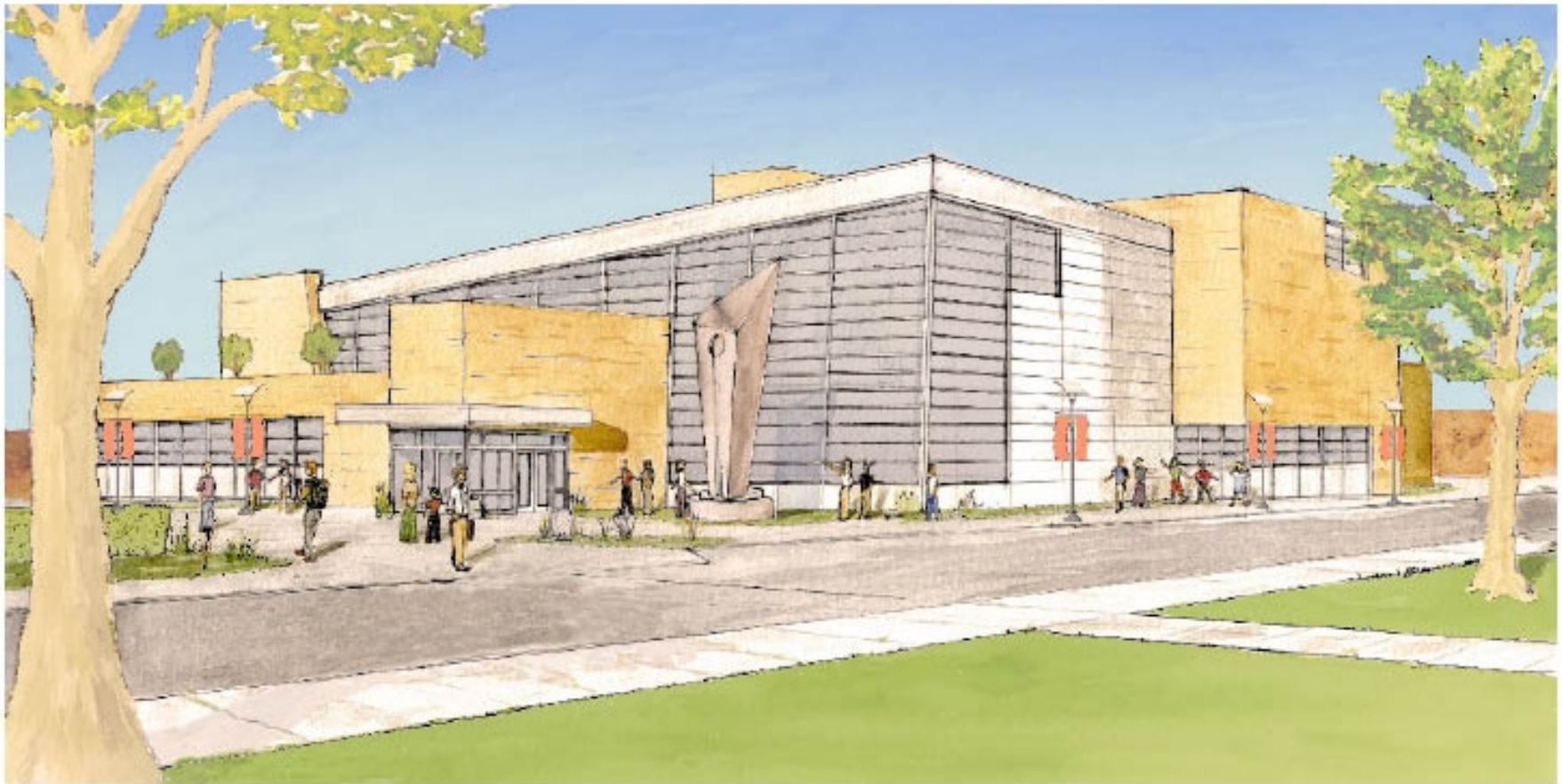


Building & Business Inventory

- Comprehensive inventory analysis currently underway
- Paid for by MDA and BID
- Scheduled for completion this fall
- Includes online access and mapping

Griz Go Downtown?

- UM Museum of Art & Culture seeking Downtown location
- The University of Montana evaluating how to support and invest in Downtown
- Classroom space? Student housing?



NORTHEAST CORNER

MONTANA MUSEUM OF ART & CULTURE

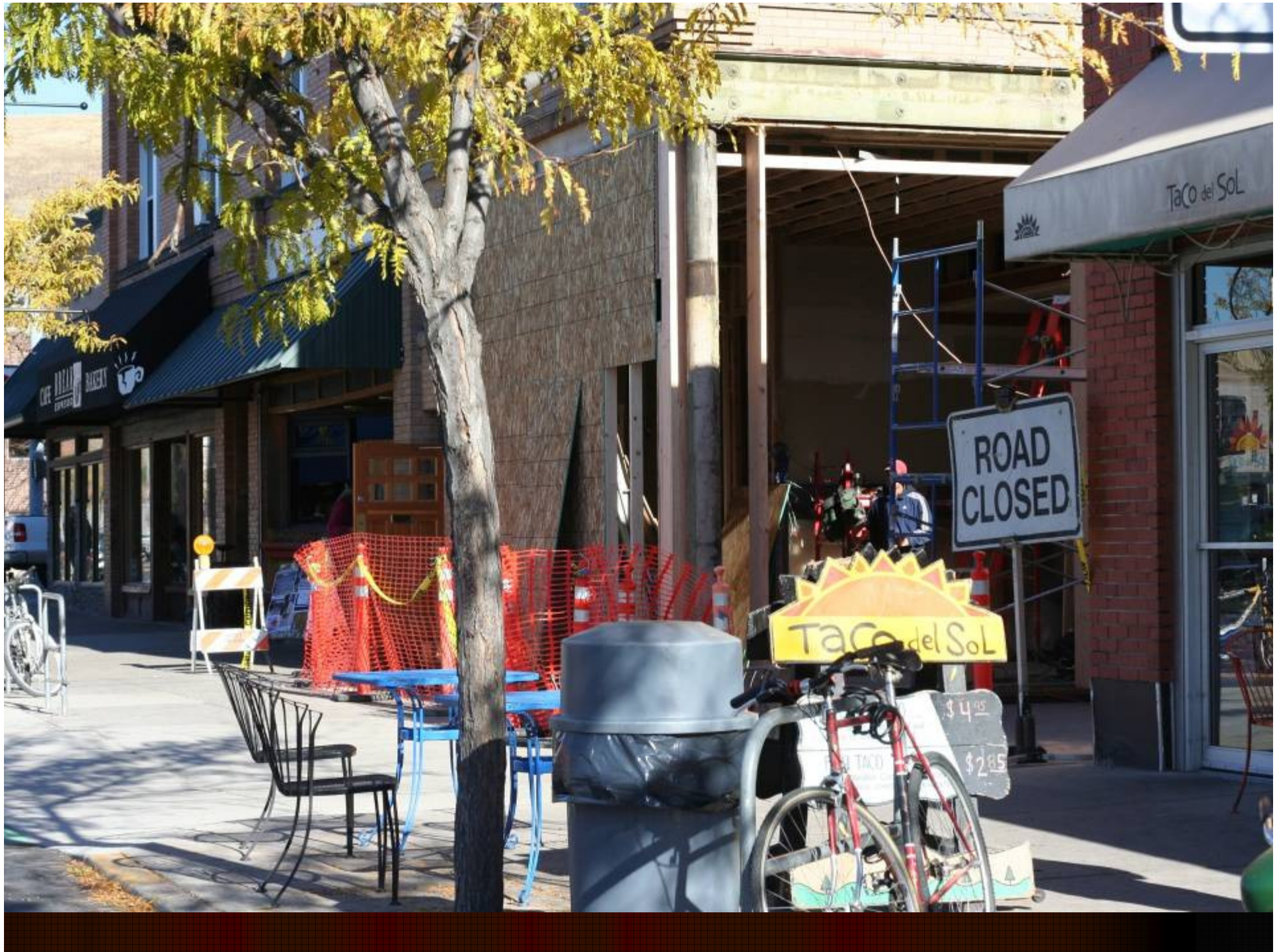
THE UNIVERSITY OF MONTANA
www.umt.edu/montanamuseum
museum@umontana.edu
406.243.2019

Business Landscape in Downtown

- 47 New Businesses have opened Downtown since 2008
- 31 Businesses have closed since 2008
- 6 Businesses changed ownership in 2010
- Macy's Building sold in less than one year
- More out-of-area interest and developer inquiries than ever before











Library Committed to Downtown

- Missoula Public Library is 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

Understanding Homelessness

- Comprehensive homelessness needs assessment completed November 2010
- Out for public presentation this week
- Leadership provided by the City
- Salcido Center relocated from First Baptist Church to Poverello Center basement
- Downtown businesses helping with site location





Tourism

- Tourism Business Improvement District passed by City Council in October 2010
- TBID collections began in January 2011
- Hotel Occupancy for Missoula up 3% from 2009 to 2010
- Missoula County Airport Service up 3% from 2009 to 2010



Negative Impacts?

- Three major construction sites in Downtown for the last two years
- Consumers avoided construction
- North Higgins construction negatively impacted some retail stores
- New site for Poverello desperately needed

What's Next?

- Master Plan Implementation Team:
 - is currently goal setting for 2011
 - will prioritize goals and develop work plan in February 2011 for remaining year
 - looking for new team members to fill a couple of vacancies

Missoula Downtown Master Plan Achievements

www.missouladowntown.com