

# October 2018

- Community Kickoff for Master Plan
- Design Excellence
- Clean Energy Project
- Business Growth Survey

## The Vision for the Future of Downtown Missoula Begins a New Chapter

The first and only Master Plan for Downtown Missoula was created in 2008 and unanimously approved in 2009 by multiple agencies and has served as the primary guiding tool for all actions, activities and development that has taken place in Downtown Missoula over the last 10 years.

With nearly 70% of the recommended items completed in that plan and \$850 million dollars of investment currently happening, the Downtown BID will lead the effort to embark upon a community-wide visioning process to update the plan. Nearly 100 private businesses, non-profit organizations and public agencies have contributed financially to the \$400,000 endeavor, and one of the most experienced and well-respected town planning firms will lead the effort.

Dover, Kohl & Partners has assembled a multi-disciplinary team of veterans in sustainable urban design and town planning, livable transportation, housing and economic development to lead Missoula through a year-long planning process to update the Downtown Master Plan. The primary goals are:

- To develop an innovative, community-built long-range vision for Downtown Missoula that builds on past successful investments while preserving and strengthening the city's unique, historic and cultural character.
- To develop a community vision that maximizes development potential and ensures long-term viability.
- To produce a creative plan that supports and sustains Downtown Missoula as a major employment center with robust activity year-round.

These four guiding principles will serve as the basis for research, planning and recommendations: Authenticity, Innovation, Versatility and Viability. Areas of emphasis will include land use, circulation, infrastructure, downtown housing, parking, parks, business and retail development and street design standards.

The study area will include the historic urban core, areas immediately adjacent to downtown that are suitable for urban expansion, and surrounding neighborhoods impacted by the growth and transformation of downtown. The study area was expanded to the east just beyond Missoula College and to the west, all the way to Russell Street.

To learn more about the Downtown Master Plan and to keep informed and engaged in the process, check-in online here: <https://www.missouladowntown.com/downtown-master-plan/>. Don't hesitate to contact the DMP staff via phone (406-543-4238) or email (info@missouladowntown.com) for additional information.



MissoulaDowntown.com

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## Make Your Voice Heard for the Future of Downtown!

Join Us for the  
Downtown Master  
Plan Update  
Community Kickoff Meeting

**Thursday, October 18**  
**5:30-7:30pm**  
**The Wilma Theater**



Calling all photo rockstars! Our 2019 Calendar Contest is just about wrapped up. Submit your best shots of Missoula - particularly Downtown by Oct. 12 for the chance to be in our 2019 calendar! Each photographer selected gets three calendars and a \$15 Downtown Gift Card. Send images to [info@missouladowntown.com](mailto:info@missouladowntown.com) or visit [missouladowntown.com](http://missouladowntown.com) for more info!

### Welcome New Members!

#### Yoga For You, LLC

Jolyn Ortega  
319 W Pine St #2  
406-531-7110  
[yogaforyoumissoula.com](http://yogaforyoumissoula.com)

#### ClassPass

125 Bank Street  
406-213-8014  
[classpass.com](http://classpass.com)

## Missoula Design Excellence in its Final Stages

The City is seeking comment as they enter the final stage of the Missoula Architectural Design Excellence project. The final materials will be available on the website soon, and there will be several opportunities to provide feedback to decision makers over the next few months. City staff will be displaying the proposed final maps showing the location of the proposed Downtown and Corridor zoning overlays at an Open House on Tuesday, October 16. There will be a mid-day Open House held between 11:30am-1:00pm in City Council Chambers at 140 W Pine St, and an evening Open House between 5:00-7:00pm at the Salvation Army at 355 S Russell St. The Planning Board will hold a Public Hearing for the project in the evening of October 30, also in City Council Chambers. Following that, it is anticipated that City Council will review the project in committee through November and consider adoption in mid-December.

As a reminder, the Missoula Design Excellence Project is aimed at promoting high quality design in Missoula's downtown and commercial

corridors and includes a combination of design guidelines and design standards. The project strives to provide the flexibility to maintain Missoula's unique character along with a high level of certainty for navigating the regulatory process. The project was initiated at the request of City Council in response to the community's request that development be designed in a way that preserves and enhances the character of Missoula, and has involved a nearly two-year long public engagement process.

The last draft versions for the proposed Corridor and Downtown Overlay Design Standards, as well as the Design Excellence Manual (describing design guidelines) and other information about the Missoula Design Excellence Project is available online at [missouladesignexcellence.org](http://missouladesignexcellence.org). You can submit comments at any time directly to [design@ci.missoula.mt.us](mailto:design@ci.missoula.mt.us). Please check out the information, stop in at the Open House, and provide comment. Your thoughts are valued and appreciated! ■

## Connect to Your Community By Attending a Missoula Downtown Association Monthly Social!

### Luncheon

#### The Missoula Current

Tuesday, October 9  
11:30am - 1pm  
The Public House  
130 E. Broadway  
\$13.00

Hosted by The Current and sponsored by The Public House, this month's luncheon will be a forum and the topic will be Let's Talk About Tax Reform: A Forum Moderated by Missoula Current. Included on the panel are Mayor John Engen and City Council Member Heather Harp. MDA members are encouraged to email tax reform questions to [sales@missoulacurrent.com](mailto:sales@missoulacurrent.com) ahead of time. Cost of the luncheon is \$13 per person. To RSVP go to [missouladowntown.com/rsvp](http://missouladowntown.com/rsvp). Payment is requested at time of reservation. Invoices can be sent upon request.

### Downtown on Tap

#### Big Sky Documentary Film Festival

Tuesday, October 30  
5 - 7pm  
113 W Front Street, Suite 105

Join the Big Sky Documentary Film Festival for Downtown on Tap to hear what's in store for the 16th annual Big Sky Documentary Film Festival, see some short films, and learn about how you can get involved with Montana's premier cinema event over a draft beer and delicious local eats!

MISSOULA  
Downtown  
CONNECTING OUR  
COMMUNITY



Save The Date

WEDNESDAY, OCT. 24 5-8PM

DOWNTOWN LADIES NIGHT

SHOPPING, WINE, SNACKS & PRIZES!



## Hellgate High School, the City of Missoula and NorthWestern Energy Project Seeks Renewable Energy and Student Engagement

Missoula County Public Schools, the City of Missoula, and NorthWestern Energy invite you to a stakeholder input meeting to view plans for an upcoming solar installation at Hellgate High School.

On Thursday, October 11, 2018 from 8:30-9:30am in the Hellgate cafeteria, Principal Miller, Superintendent Mark Thane, members of the City of Missoula's Energy and Climate staff, and project engineers from NorthWestern Energy will present the options and plans for a small scale community solar project that will be installed at the school in the summer of 2019. We want you to help us shape the project. Please plan to arrive at 8:25am at the Gerald Street entrance to sign in and get a visitor's badge to enter the school.

The primary goal of this action research project is to provide an opportunity for community education about renewable energy and to support students in learning the knowledge and skills to be a part of our energy future.

The partners all share a goal of learning how to integrate renewable energy production into an urban area.

This \$1 million investment being made by NorthWestern Energy in the community is designed to help understand:

- How much energy can be produced by a solar installation in Missoula?
- Is it scalable?
- How can we maximize the education potential of a partnership between the City of Missoula, NorthWestern Energy and the schools and students?
- What options exist for efficient energy storage?
- What value can we derive from the data displayed in a data dashboard available to students and the public?

The goal is to create efficient energy consumers as well as continue research about adding local and renewable sources of energy to the total energy grid.

## Parade of Lights is Saturday, December 1!

This beloved family-friendly event is just around the corner! If your business would like to get involved by hosting a children's activity or entering a float in the parade, please visit [missouladowntown.com/parade-of-lights](http://missouladowntown.com/parade-of-lights) or contact the office at 543-4238. To learn more about sponsorship opportunities, contact event director, Sarah Ferguson at [sarah@missouladowntown.com](mailto:sarah@missouladowntown.com).



## Input Needed on Missoula Business Growth Survey

In partnership with the University of Montana and the Missoula Economic Partnership, the Missoula Downtown Association invites all MDA membership and Downtown business owners to complete the Missoula Business Growth Survey found online at [umt.co1.qualtrics.com/jfe/form/SV\\_8vTbQGJ9mMriOQR](http://umt.co1.qualtrics.com/jfe/form/SV_8vTbQGJ9mMriOQR). Input from Downtown stakeholders will inform the business development goals for Missoula and the Downtown Master Plan update. Please complete the survey today. For more information, contact Alison Potts ([apotts@missoulapartnership.com](mailto:apotts@missoulapartnership.com)).

## Save the Date!

The MDA is ready to put you in the holiday spirit! Join us the first weekend in December for beloved community events that are sure to get your bells jingling.



**November 30 - December 9**  
Skyview Suite,  
First Interstate Bank



**December 1**

### **Pictures with Santa**

Florence Building  
1-4:30pm

### **Parade & Tree Lighting**

Higgins Ave Bridge to the  
XXXXs  
6pm

*\*\*Children activities  
throughout the day @  
various Downtown  
locations*

## Shout Outs

Catch a free screening at the Big Sky Film Series presenting LOVE, GILDA, a delightful documentary film on legendary comedian Gilda Radner. Weaving together recently discovered audio tapes, rare home movies and clips from her Saturday Night Live days, LOVE, GILDA opens a window into the whimsical world of a beloved performer. **Thursday, October 11th, 7pm at The Roxy. FREE and open to the public.**

Meet up with your Girl Gang, eat some brussel sprouts, slam a cocktail and enjoy the offerings from 9 of Missoula's finest downtown boutiques as they pop up at **The Top Hat for the Spring Collective Sale on October 20 from 2-4 pm. Kick off is at 2pm, but VIP entry will be available for an additional \$20 from 1 to 2pm.** This allows you to shop at an unhurried pace and have first pick of the merch. Proceeds from this year's tickets will be donated to Camp Make A Dream, and all VIPers will receive a free drink and a coupon book worth \$10 off at each participating shop. That's about \$100 of great stuff for just \$20. Make the smart choice, ladies! So grab up your pals (guys too!) and swing by to catch Missoula's best deals of the season, with *\*almost\** nothing over \$100! You can grab up goods from Betty's Divine, Cloth & Crown, Mood Boutique, Laurel Creek, Pure Barre, La Belle Vita, Olive & Iron, One Eleven, Sorella's and JL+KO!