BROOKS STREET CORRIDOR STUDY

MISSOULA, MONTANA

Prepared by: Community Builders New Mobility West Initiative &
Progressive Urban Management Associates for the City of Missoula

WWW.NEWMOBILITYWEST.ORG

FINAL
DECEMBER 20, 2016

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Special thanks go out to all the community members who participated in the on-line questionnaire and community meetings to help shape the future of Brooks Street.

1: PROJECT OVERVIEW

PROJECT OVERVIEW

Community Builders New Mobility West Initiative

Successful communities are recognizing that healthy economies are built upon transportation systems that move people and goods, while also improving community quality and character. This is the motivation behind New Mobility West (NMW), an initiative of Community Builders. Community Builders is a non-profit organization dedicated to helping local leaders create strong and prosperous communities in the American West.

New Mobility West offers technical assistance to communities in this region looking to generate real, on-the-ground progress with targeted issues and opportunities at the nexus of transportation planning and community development. Beyond their local impact, these assistance projects create models that inform and inspire smart transportation and land use throughout the region. This report is the product of a collaborative effort between NMW team members and the City of Missoula. It provides an overview of the project's goals, process, outcomes and recommended next steps. Information about the Community Builders New Mobility West technical assistance program can be found at: https://communitybuilders.org/how-we-help/community-assistance/

Brooks St. Corridor Project

Brooks Street is the primary transportation and commercial corridor through Midtown Missoula. Doubling as U.S. Route 93, it is an auto-oriented corridor that serves as an important connector from the Bitterroot Valley to Missoula's urban core. The corridor provides retail and office services to adjacent neighborhoods and the rest of the city. Significant new development projects are underway in the area including revitalization of Southgate Mall, a key community anchor. Most of this part of Midtown is included in Urban Renewal District III, which has served as a catalyst for much of the development activity in the area. In addition, in 2018 the Missoula Urban Transportation District (MUTD) will align its existing Route 7 directly onto Brooks Street, initiating a bolt service with 15 minute headways and creating opportunities for Transit-Oriented Development (TOD). Project partners include City of Missoula, Missoula Midtown Association, Missoula Redevelopment Agency, Missoula Urban Transportation District, Midtown Mojo Strategic Team, and Community Builders.

The new and improved transit service presents new opportunities for higher density housing and commercial development in Midtown, as well as opportunities to develop new activity nodes and strengthen pedestrian connections between Brooks and adjacent neighborhoods. Midtown is an emerging district within Missoula and residents are excited about its future.

This document provides recommendations for future land uses of the area and tools that can help the market capitalize on the transit enhancements. It also includes a market assessment of the area to inform and attract future development, as well regulatory and policy tools that can leverage development.


Process Summary

The City of Missoula applied for and was accepted to receive free technical assistance from Community Builders via its New Mobility West Initiative. The city's project was to cultivate a vision for the Brooks Street corridor between Miller Creek and Mount Avenue that focuses on land use and urban form elements that foster Transit Oriented Development.

This project application was submitted by a multi-agency team including the Missoula Redevelopment Agency (MRA), City of Missoula, Mountain Line, and the Missoula County Metropolitan Planning Organization. To provide technical assistance, Community Builders contracted Progressive Urban Management Associates (P.U.M.A.), a land use planning and economic firm based in Denver, Colorado that offers expertise in urban design, zoning, and real estate economics. P.U.M.A.'s role included leading a public process to cultivate a vision for the corridor that focuses on land use and built environment elements that foster an attractive, walkable, transit friendly and bikeable neighborhood. In addition, through this report, P.U.M.A. is providing specific and actionable design guidelines and zoning recommendations to the Missoula Redevelopment Agency and Missoula Development Services that can be used to achieve the Brooks Street area vision.

In September 2016, an on-line questionnaire was provided to the citizens of Missoula to provide input on the future development of Brooks Street. P.U.M.A and Community Builders staff spent three days in Missoula for an intensive immersion and problem solving effort. The team conducted about a dozen interviews and group meetings with key stakeholders that included: Missoula Redevelopment Agency, Mountain Line, Missoula Development Services, Missoula Metropolitan Planning Organization, Montana Department of Transportation, property owners, developers, architects, bankers, and City Council members.

Key themes from these meetings and questionnaire included:

- Create a walkable transit oriented corridor
- Provide higher density housing on Brooks
- Improve connectivity from surrounding neighborhoods to Brooks
- Redevelop underutilized properties

COMMUNITY MEETINGS

Three opportunities were provided to the citizens of Missoula to listen to P.U.M.A.'s presentation and provide input on what the vision should be for Brooks Street. The meetings were publicized through local print media, on-line, and television. The first public meeting was held at the Home Arts Building on the Missoula County Fairgrounds the evening of September 13. After a brief presentation by the consultant team and short question and answer session, a visual preference presentation was conducted with key pad polling so participants could vote on character images they liked or disliked in relation to Brooks Street.

On September 14, a public open house/ charrette was held all afternoon followed by another evening public presentation/open house at the Home Arts Building to review initial recommendations.

The community was quite receptive to the planning process and most of the citizens' desires are included in the recommendations of this report.

STUDY AREA MAP

BROOKS STREET CORRIDOR STUDY AREA

2: EXISTING CONDITIONS

CORRIDOR ISSUES & IMPEDIMENTS

The Brooks Street corridor is like many other suburban arterial corridors across the United States both in street character and development patterns. Many of the buildings are more than thirty years old, landscaping is sparse with few streetscape improvements, and a one-story horizontal mix of uses dominates the area. Below is a list of major issues identified by the community, focus group participants, and the on-line questionnaire:

URBAN DESIGN/STREETSCAPE

- Lack of safe routes to schools.
- Right of way constrictions. There are areas where more R.O.W. is needed but lot sizes or buildings prevent it.
- The Bitterroot Trail does not have adequate lighting.
- Lack of existing street trees and landscaping.
- Suburban landscape requirements.

SPARSE LANDSCAPING IN MOST OF CORRIDOR

ACCESSIBILITY/CONNECTIVITY

- Walkability is limited in the area and exceptionally challenging so people choose to drive.
- Lack of connectivity into the neighborhoods is a major challenge. Businesses are so auto-oriented that it is a detriment to walkability.
- Long distance between traffic signals makes crossing for pedestrians and bicyclists difficult.
- The amount of time it takes to ride transit hinders its use. A major issue is the amount of time the bus sits at Southgate Mall during its route.
- Lack of an access management plan.
- Circulation in and around the Missoula County Fairgrounds, Russell Street, and South Avenue and is challenging.

WIDTH AND DISTANCE BETWEEN SIGNALS MAKE CROSSING DIFFICULT

CORRIDOR ISSUES & IMPEDIMENTS

LAND USES

- Parcel configurations make development challenging due to the many triangular lots.
- Lack of affordable housing.
- Some existing land uses attract crime.

OPEN SPACE

- Only a few places have irrigation. Property owners are then required to water and fertilize, but it is challenging to enforce.
- Lack of usable open spaces/plaza along the Brooks Street Corridor.
- Adjacent neighborhoods are park deficient.

PARKING

- Parking requirements are progressive but they do not allow on-street parking to count.
- There is ample parking for retail but a shortage for office users in isolated areas, particularly near the Fairgrounds.
- South of Brooks, neighborhood and office parking spill into the commercial areas as many of the homes are rented by multiple students.
- Generally, there is ample parking but how it is managed is critical.

MANY CHALLENGING TRIANGULAR LOTS


SMALL TREE PITS ARE PROBLEMATIC

AMPLE RETAIL PARKING

LIMITED RIGHT OF WAY NORTH OF STEPHENS

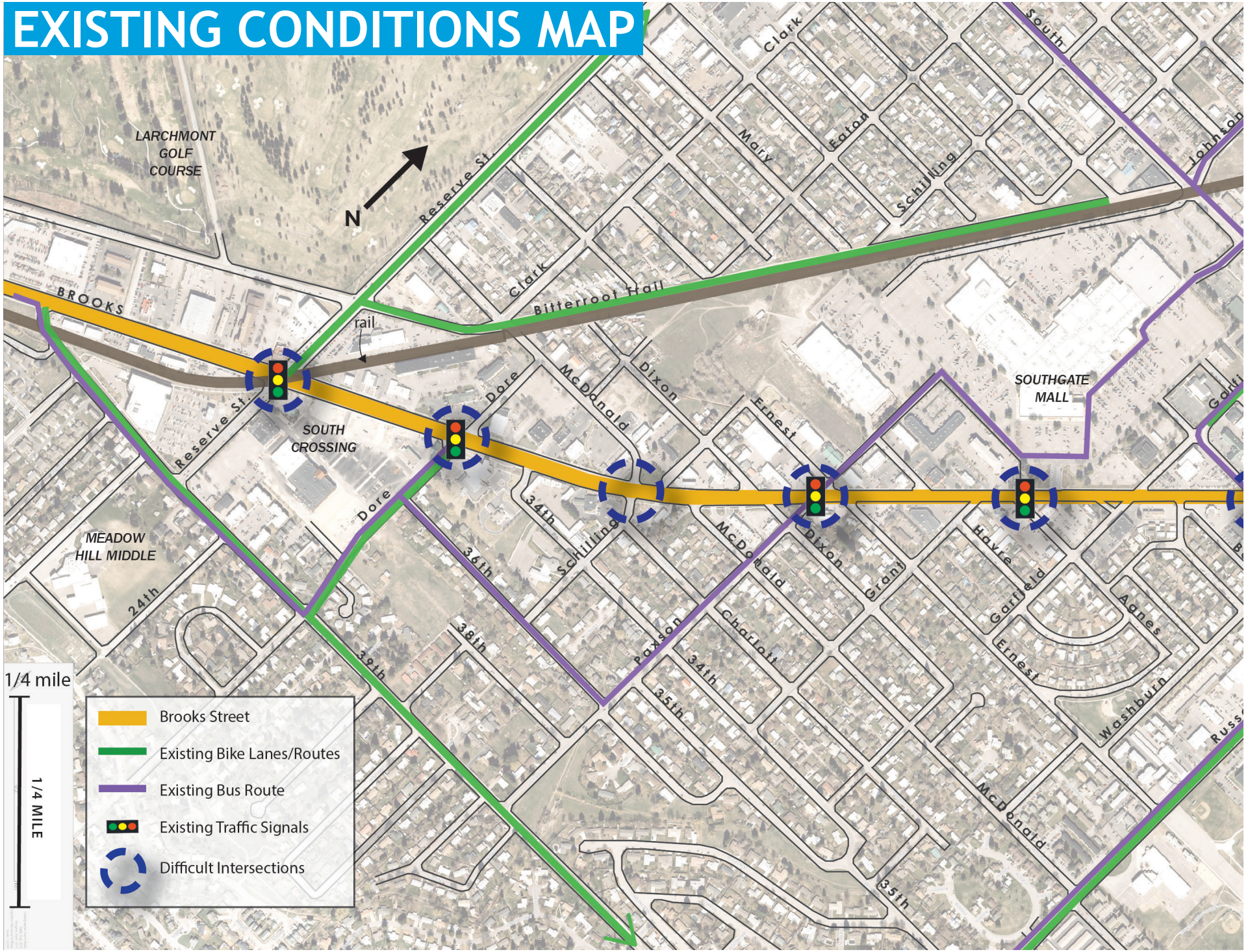
LIMITED RIGHT OF WAY

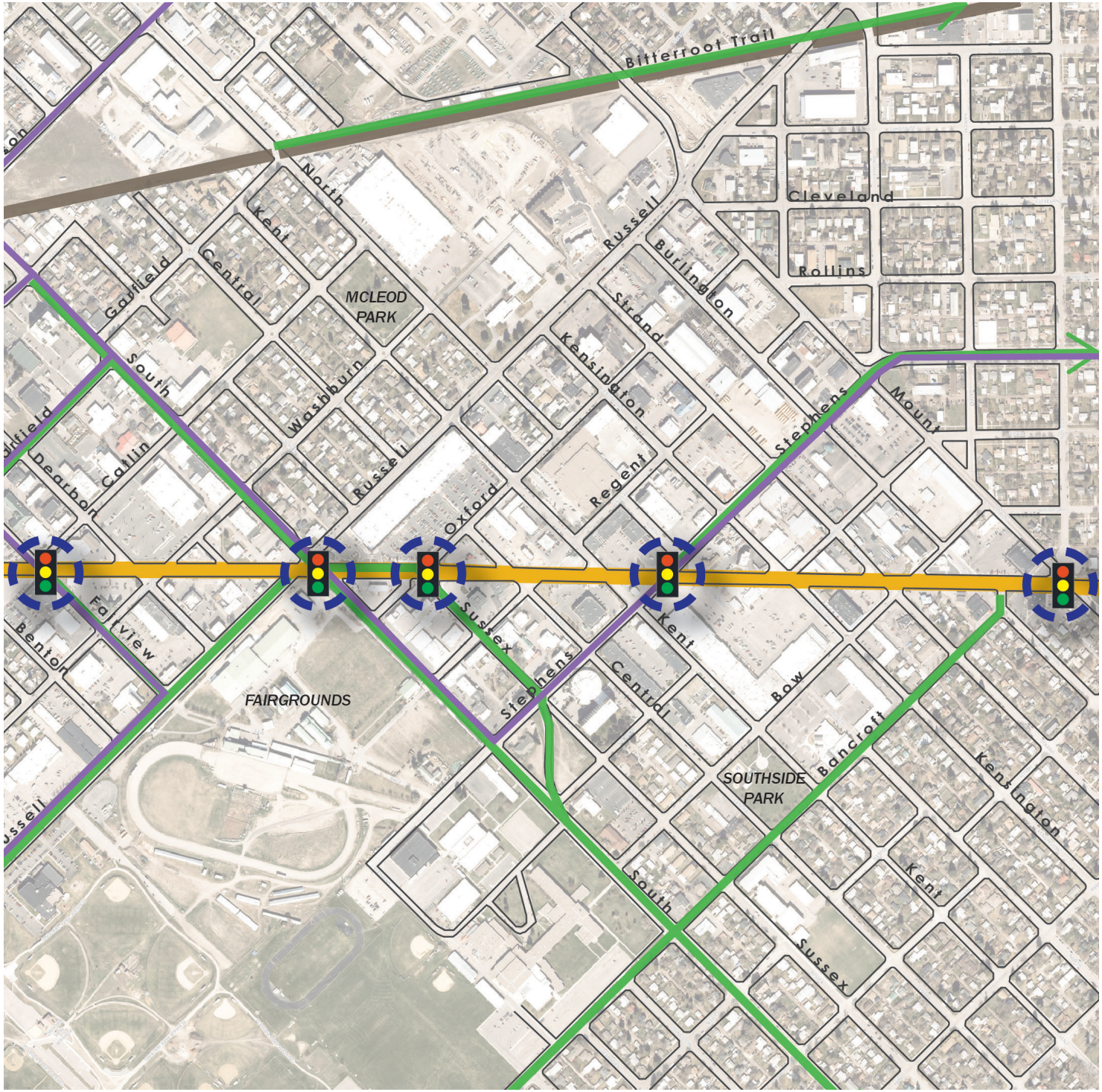
SUBURBAN LANDSCAPE REQUIREMENTS IMPEDE COMPACT URBAN DESIGN

DEVELOPMENT IMPEDIMENTS

- Many of the triangular lots do not have access to utilities and developers are required to improve utilities with redevelopment.
- The small size and irregular shape of triangular lots - as well as fragmented ownership - make it difficult to fit a structure and required parking and landscaping onto these lots.
- Commercially zoned lots that are sandwiched between Brooks and the neighborhoods require buffers that further diminish the buildable lot area.
- Lack of resident-serving retail amenities and gathering places along the corridor reduce residential developer interest.
- Insufficient parking discourages new employment uses in specific locations.
- Poor/inconsistent design of some buildings and lack of maintenance on public and private property signal lower quality and discourage investment.
- Excessive speeds (above posted limits) and few/poor crossings may discourage the development of residential and resident-serving business types.
- Parking is constrained and on-street parking does not count towards parking requirements.
- There is limited right of way north of Stephens, some lots have no depth and setback requirements are restrictive.
- Suburban landscape requirements are an impediment to new and redevelopment at compact, walkable intensity.

EXISTING CONDITIONS MAP



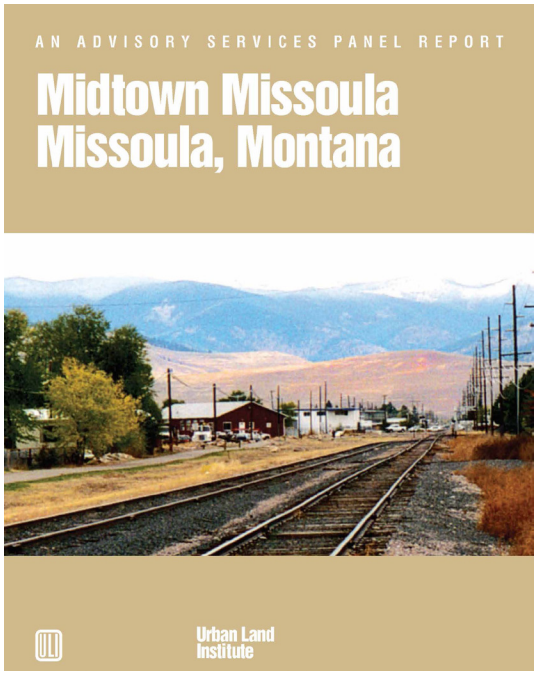

Bitterroot Trail
North
Kent
Central
Garfield
MCLEOD
PARK
Russell
Burlington
Cleveland
Rollins
Strand
Kensington
Stephens
Mount
South
Washburn
Russell
Dearborn
Caitlin
Oxford
Regent
Fairview
Benton
Sussex
Stephens
Kent
Central
Bow
Bancroft
Kensington
FAIRGROUNDS
SOUTHSIDE
PARK
South
Kent
Sussex

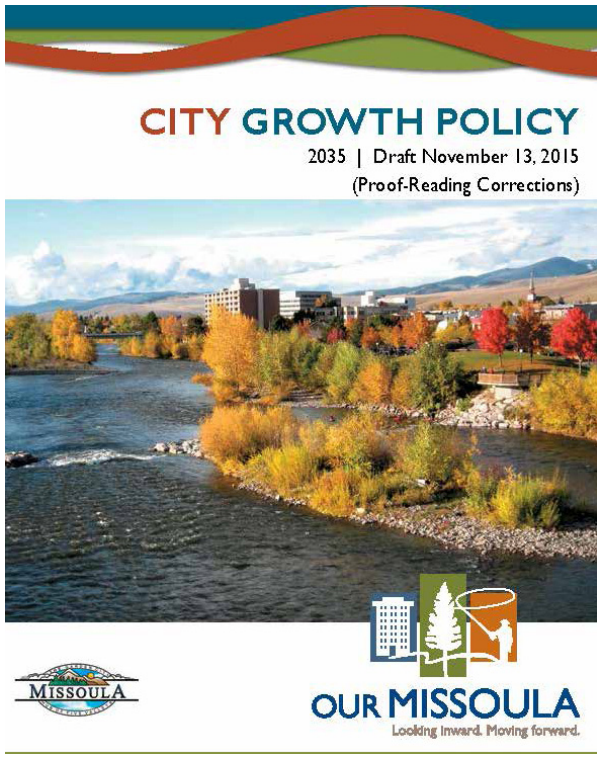


Past Plans Summary

Many plans have been prepared in the City of Missoula that have direct relevance to the Brooks Street Corridor. P.U.M.A. reviewed the following plans and a brief summary of each is provided in the appendix.

- Activate Missoula 2045: Long Range Transportation Plan (2016 – In Progress)
- Mountain Line Bus Stop Master Plan (2015)
- City Growth Policy 2035 (Nov 2015)
- Missoula Zoning Ordinance Title 20 (Dec 2012)
- Traffic Volume Map (2015)
- Missoula Urban Area Future Land Use Designation Map (Nov. 2015)
- Missoula Bicycle Map (May 2015)
- Brooks Street Corridor Plan Reserve To Dixon (July 2014)
- 2014 Missoula Bicycle & Pedestrian Count Report
- Mountain Line Long Range Transit Plan (2012)
- Connections 2040: Long Range Transportation Plan Update (2012)
- Urban Renewal District III: Curb & Sidewalk Needs Assessment And Probable Cost Of Construction Report (2011)
- ULI Report - Midtown (2003)





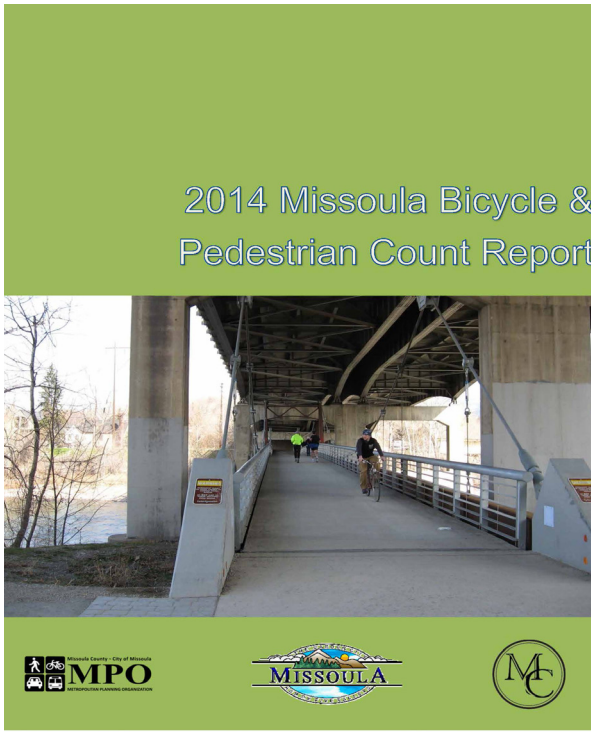
Mountain Line

Long Range Transit Plan

Final Report

July 2012

NELSON NYGAARD



URBAN RENEWAL DISTRICT III

CURB & SIDEWALK NEEDS ASSESSMENT AND PROBABLE COST OF CONSTRUCTION REPORT

PREPARED FOR: MRA

PREPARED BY: WGM GROUP

FINAL REPORT

DECEMBER 2011

THIS REPORT BEST PRINTED IN 11X17" FORMAT.

BROOKS STREET CORRIDOR PLAN
RESERVE TO DIXON

MRA WGM GROUP

JULY 2014

CORRIDOR CONCEPT PLAN

BEFORE & AFTER RENDERING

MCDONALD/SCHILLING/BROOKS
PHASE II MEDIAN REFUGE CROSSING

MARKET ASSESSMENT

The market assessment provides a summary of demographic, housing, business and retail data to inform recommendations for the Brooks Street study area. This data indicates what type of uses and developments may occur naturally along Brooks Street and/or where market forces may need to be supplemented with public resources to achieve desired outcomes. Below is a summary of the complete assessment which can be found in the appendix.

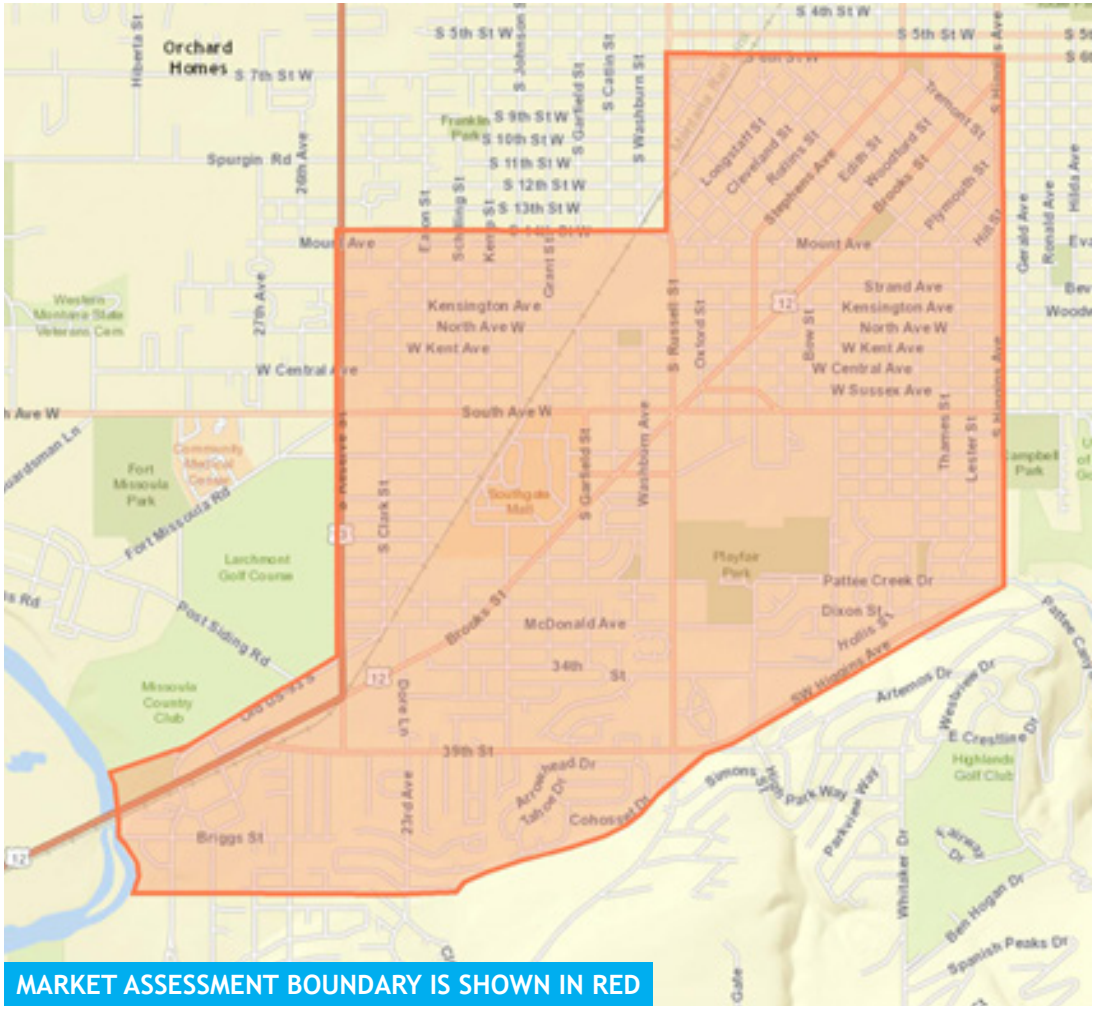
Primary Market Area

A primary market area (PMA) boundary was established to better understand market opportunities for the Brooks Street study area. The PMA includes the study area as well as nearby neighborhoods where residents or workers are reasonably able to access Brooks Street establishments and transit services. The data presented in this section is primarily from the PMA unless otherwise noted.

The Project Team determined the appropriate boundary for the PMA by considering:

- Walkability and bikeability from nearby neighborhoods
- Major roadways and other natural barriers (e.g. rivers)

The resulting boundary is an irregular shape, shown in the map to the right. It is bound by the Bitterroot River and Reserve Street on the west, 14th Street and 6th Street to the north, Higgins Avenue to the east, and Garland Drive/ SW Higgins Avenue to the south.



MARKET ASSESSMENT BOUNDARY IS SHOWN IN RED

MARKET DATA SUMMARY

Population, Income, Housing

- Population: 16,000; Households (HH): 7,500
- 1/4th of HH have children (2010)
- Largest cohort (22%) ages 25 to 34
- Over 50% of those 25 + have an advanced degree
- 14% currently enrolled in college or graduate school
- Median HH income $38,000, comparable to City of Missoula
- Housing units: 53% rental; 43% owner occupied, 5% vacant
- Affordable starter homes in tight supply (2016 Missoula Housing Report)

Business & Employment

- Brooks Street is a major employment center, second only to downtown
- 2,000 businesses employ 17,000 workers
- Diverse business mix, including many small independent businesses
- Brooks Street is major arterial for local and regional traffic; annual average daily traffic counts range from 12,000 to 30,000 (MDT)
- 70% of the PMA workers drive alone, 8% carpool, 8% bike, 5% walk, 3% bus, 5% work at home
- Bus ridership is increasing as a result of the fare free system and increased frequency on Brooks is expected to accelerate further ridership

Retail Spending & Potential

- Similar to the City of Missoula, the PMA is a net supplier of retail trade, food & drink
- The majority of retail categories indicate surplus; new retail demand is modest
- PMA residents tend to be tech savvy, price sensitive and eager to enjoy new experiences and lively atmospheres.

KEY MARKET OPPORTUNITIES

Based on analysis of the demographic information, past plan information, and observed conditions during the site visit, P.U.M.A. identified the following key opportunities within the Brooks Street study area that are favored by market conditions.

RESIDENTIAL: MULTI-FAMILY

The Brooks Street Corridor Plan (2014) reported the portion of the corridor experiencing the most rapidly changing land use was from Reserve to Dixon, at the south end of the study area. The Plan noted that older commercial buildings and vacant areas were beginning to develop into high-intensity uses, which may eventually include residential. Missoula's future land use designations support the notion of residential, with community and neighborhood mixed use designated along the corridor from South Ave. to 14th Street. Missoula's tight housing supply, particularly for more affordable homes, is an opportunity for Brooks Street. Multi-family rental housing, and for-sale condos or townhomes would be appropriate along portions of Brooks Street.

The future alignment of Route 7 service on Brooks Street with 15-minute headways will also encourage new higher density housing development. Local and national trends show people are increasingly looking to live in places that allow convenient transportation options.

OFFICE: LARGE & SMALL

Outside of Downtown, Brooks Street is one of the major employment areas for the City of Missoula. Brooks Street may have an advantage in attracting office uses over Downtown with its ability to offer more affordable lease rates. Brooks Street offers a wide range of options from Class A to Class C, with rents ranging from $20 sq. ft. (plus triple net) to $8 sq. ft . At the lower end of the spectrum these rates are significantly more affordable than many Downtown properties, which is attractive to businesses large and small.

BROOKS COULD ATTRACT NEW OFFICES

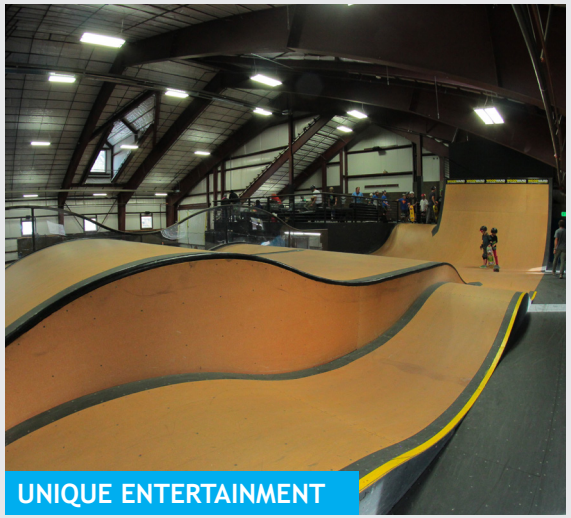
A VARIETY OF HOUSING IS APPROPRIATE ALONG BROOKS UP TO 50 UNITS PER ACRE

RETAIL, DINING, ENTERTAINMENT

With the auto-oriented nature of Brooks Street, the market is likely to continue attracting national chains and large-format retail. With minimal leakage in the PMA, it is difficult to predict how much new retail to expect. New local, independent businesses are more likely to locate in downtown Missoula, which has been largely successful at attracting these types of businesses. Revitalization of the Southgate Mall will position it as the likely host for new retail and dining establishments in the area. There may be modest opportunity for additional retail, food and drink that better serves the neighborhoods surrounding Brooks Street as well as future housing development. Examples could include fast, casual eateries offering a healthier alternative to fast food chains or food trucks that take advantage of underutilized parking lots and periodically convene to create a destination on Brooks Street.

The ability of the corridor to accommodate larger format buildings, can lend itself to certain retail entertainment options. Brooks Street is close to a number of entertainment uses including restaurants, a paintball center, and an ice rink. Plus, Southgate Mall will soon be adding a new 900-seat dine-in movie theater. There may be opportunities for new unique entertainment venues, similar to San Francisco's House of Air indoor trampoline park or Copper Colorado's Woodward indoor action sports training center for skating, biking and skiing.

UNIQUE DINING IS DESIRED



UNIQUE ENTERTAINMENT

LODGING: A MID-TERM OPPORTUNITY

In a typical urban area, average hotel occupancy hovers between 65% and 70%. When the occupancy rate is below 65% little new construction is expected; conversely, when the occupancy rate is above 70% the market conditions are more likely to attract new hotel development. A market occupancy rate above 75% is considered "extraordinary." Between January 2016 and July 2016, the average occupancy rate for City of Missoula hotels was 62.8%; average daily room rate (ADR) was $94.66, and RevPAR was $59,45. The U.S. average hotel occupancy rate for the same time period was slightly higher at 65%, and was considered a high historic national average.

Missoula's lodging data demonstrates strong numbers for a very seasonal market. However, occupancy is below 65% which suggests the hospitality market is stable. Existing hotels along Brooks Street within the PMA are 2-star motels clustered south of Schilling. In the mid- to long-term there may be modest market opportunity for new hotels in the Brooks Street corridor if tourism grows through area investments (e.g. Fairgrounds redevelopment) and particularly if some of the older motels on Brooks are redeveloped.

3: CORRIDOR VISION & GOALS

source: MIG

BROOKS STREET CORRIDOR GOALS

The primary vision for the Brooks Street Corridor is to become an attractive, vibrant and inviting walkable Transit Oriented street that provides safe and well connected linkages to the surrounding neighborhoods and the Bitterroot Trail. It should include a variety of medium to high density housing types for all income levels as well as neighborhood oriented services.

- CREATE AN IDENTITY THROUGH PLACEMAKING AND CULTURAL AMENITIES
- MAINTAIN OR IMPROVE TRANSPORTATION SERVICE LEVELS FOR AUTOMOBILES, BICYCLES, AND PEDESTRIANS
- PROVIDE A VARIETY OF HOUSING FOR PEOPLE OF ALL INCOMES
- PROVIDE COMFORTABLE TRANSIT STOPS THAT INCLUDE SHELTER AND LIGHTING
- ENCOURAGE HIGH DENSITY MIXED USE DEVELOPMENT AT PRIMARY NODES ALONG THE CORRIDOR
- PROVIDE SAFE AND MORE FREQUENT CROSSINGS OF BROOKS FOR PEDESTRIANS AND BICYCLISTS AND LINK WITH EXISTING AND PROPOSED BIKE ROUTES
- PROVIDE A WELL-DISTRIBUTED PARKING SUPPLY, INCLUDING A PARK AND RIDE FOR TRANSIT USERS TO INTERCEPT VEHICLES AT SOUTHERN END OF CORRIDOR
- IMPROVE TRANSIT SERVICE AND STRATEGICALLY LOCATE A NEW TRANSFER FACILITY

4:
DESIGN RECOMMENDATIONS

Comparing the community vision for the Brooks Street corridor, existing regulations, and the market opportunities in the current investment cycle, P.U.M.A. has developed a range of recommendations that include physical improvements and regulatory improvements.

The physical improvements are summarized in this section and the regulatory recommendations in the following section.

DESIGN RECOMMENDATIONS

a. IMPROVE PEDESTRIAN CROSSINGS

Most of the pedestrian crossings along Brooks at signalized intersections and future transit stops should be improved to include high visibility pavement markings as well as pedestrian scale lighting similar to the improvements made at Dore Lane as part of the South Crossing redevelopment. These improvements should also include treatments that comply with the Americans with Disabilities Act (ADA).

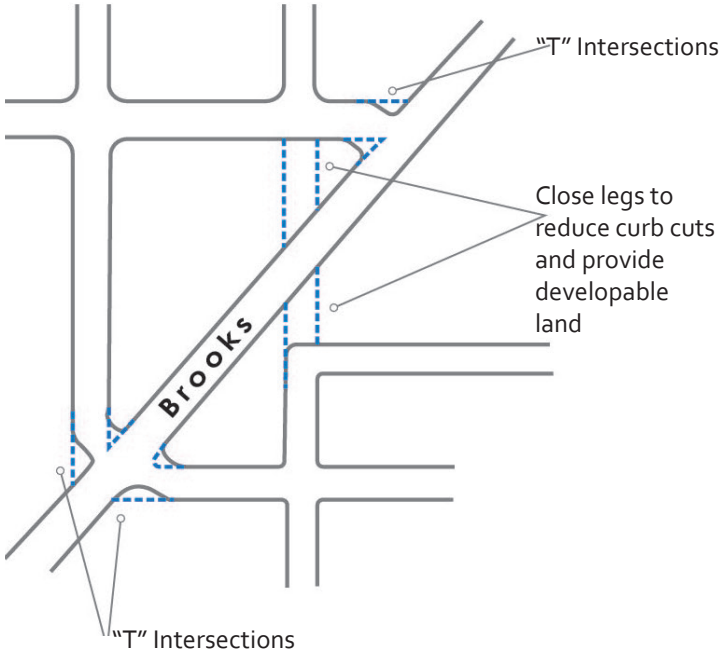
IMPROVED PEDESTRIAN CROSSINGS

b. VACATE SHORT STREETS ALONG BROOKS

Due to the angled configuration of Brooks Street that intersects with a traditional gridded street network, there are many short streets that are unnecessary as well as several small triangular parcels that are underutilized and challenging to develop. It is recommended that many of the streets be vacated which will both reduce movement conflicts to streamline traffic and consolidate blocks making it easier to activate the interior of the blocks.

A portion of these vacated streets where they intersect Brooks Street should be retained to provide public space for bicycles, pedestrians, and public amenities such as bus shelters, landscaping, or bicycle racks. The vacated portions of the streets could be offered to landowners as redevelopment incentives. Also, when possible, intersecting streets should be reconfigured to intersect with Brooks Street at ninety degree angles to improve safety of crossing pedestrians and cyclists.

The sketch to the right illustrates a prototypical design for how this improvement can be made. It is recommended that further study be conducted to determine which streets should be vacated.



PROTOTYPICAL DESIGN FOR VACATING TRIANGULAR STREETS

LOCAL DEVELOPMENT ON A TRIANGULAR PARCEL

c. COMPLETE MISSING BICYCLE LINKAGES

Several missing links in the bicycle system were identified by the community. Many of these links have been identified in the current Long Range Transportation Master Plan update (Activate Missoula 2045).

As illustrated on the right, bike lanes should be added on the following streets in the study area:

- McDonald Avenue between Reserve and Brooks
- Paxson Street between 39th Street and the Bitterroot Trail
- Russell Street from Ernest to Phillips north of the Clark Fork River
- Kent Avenue Greenway from the University to the Bitterroot Trail

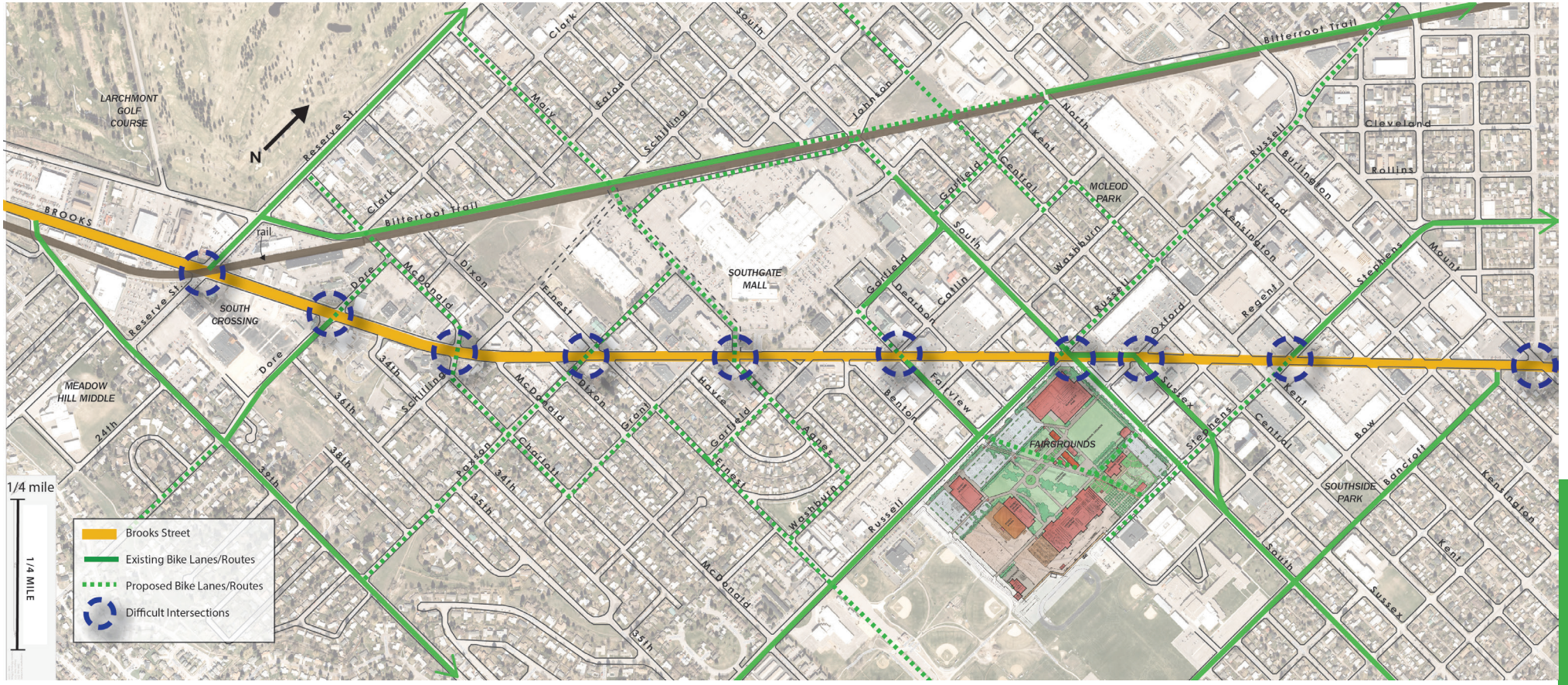
In addition to the on-street bicycle improvements, the final segment of the Bitterroot Trail should be completed between Livingston and North Avenues. The City is in the process of purchasing this property and will likely construct the trail in the next two years.

All pedestrian and bicycle connection/crossing improvements should be coordinated with Mountain Line and their future Route 7 bus stop locations along Brooks Street to ensure maximum connectivity and accessibility for all modes of travel.

COMPLETE THE MISSING BITTERROOT TRAIL LINK

THE BITTERROOT TRAIL IS A VITAL BIKE CORRIDOR

PROVIDE ENHANCED CROSSINGS FOR CYCLISTS



EXISTING AND PROPOSED BICYCLE FACILITIES

d. TRANSIT IMPROVEMENTS

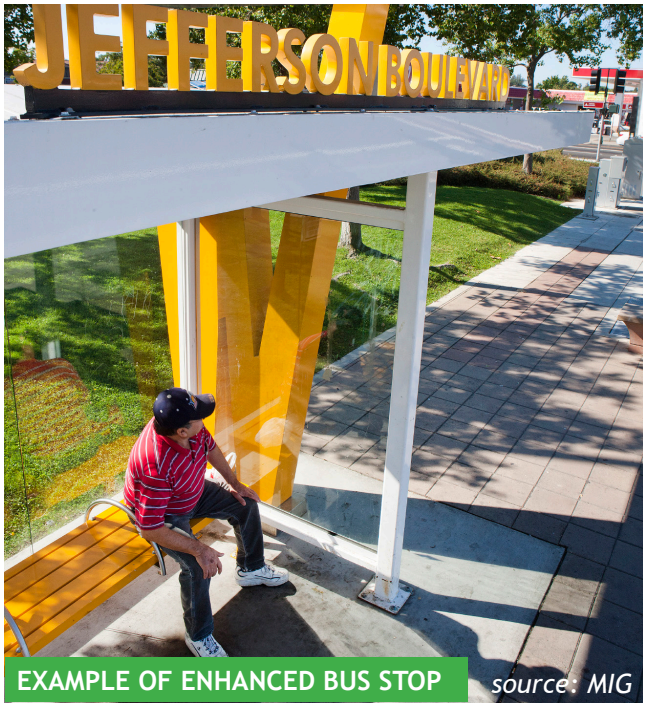
Mountain Line has proposed increased frequency to 15 minute headways and realigning Route 7 to run the length of Brooks Street between Miller Creek and downtown by 2018. The bus stops should be significantly improved to include permanent uniquely designed shelters that brand the corridor as well as other pedestrian amenities as illustrated below and on the following page. The bus stops should be in-lane versus pull-outs as to not sacrifice the transit schedules.

This route change and increased frequency has the opportunity to turn Brooks Street into a transit oriented corridor that includes higher density housing, a mix of neighborhood serving uses, as well as new employment uses.

As the Southgate Mall continues to redevelop, it is recommended that the Mountain Line "transfer center" near the mall entrance at Fairview Avenue be relocated closer to Brooks Street and the new Mary Avenue intersection. A long term recommendation is to implement a mixed use parking structure that serves as a park- and-ride as well as parking for the district with housing and/or office uses on the upper floors. These recommendations will help improve the transfer time for Mountain Line routes, eliminate the idling buses at the mall entrance, and create a mixed use gateway opportunity for Brooks Street as well as much needed attainable housing.

A short term alternative to the transfer center could be to provide a 'linear transfer center' along both sides of Brooks Street with temporary bus pull outs between Garfield and Grant Streets as illustrated below. In addition to this, a conversation should occur with the Wal-Mart property owners at Brooks and Miller Creek road for a potential park and ride location in the existing parking lot.

EXAMPLE OF LINEAR TRANSIT FACILITY *source: MIG*



EXAMPLE OF ENHANCED BUS STOP *source: MIG*

source: SEH AND FRANK OHMS

EXAMPLE OF A MIXED USE TRANSFER FACILITY WITH PARKING

EXAMPLE OF AN ENHANCED BUS STOP

EXAMPLE OF A NEW MIXED USE TRANSFER FACILITY IN BOULDER, COLORADO

source: SEH AND FRANK OHMS

e. BREAK UP MEGABLOCKS

The Southgate Mall redevelopment currently under construction is an excellent example of how large land owners can break up large blocks with new streets. This project is reconnecting Mary Avenue west of the mall to Brooks Street. The new connection will replace the existing access road, creating a ninety degree signalized intersection at Brooks Street which will provide a safer crossing for bicyclists and pedestrians. As other land owners follow suit, this will create a more walkable and bikeable district. The mall owners that participated in the charrette expressed interest in reconnecting the street grid over the long term as their property redevelops.

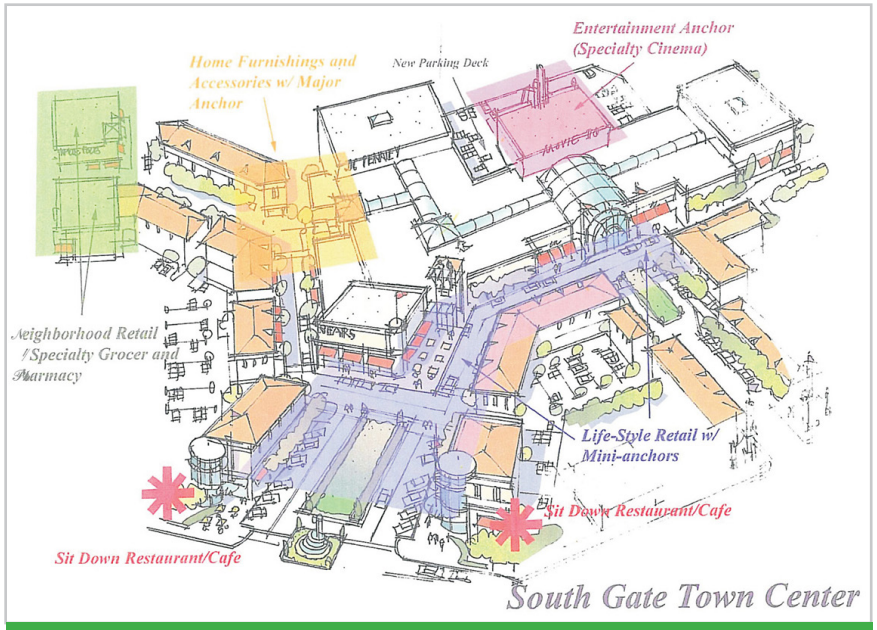
Just south of the mall, the intersections of Brooks, McDonald, Schilling, Charlott, and Dixon are in need of consolidation as their close proximity causes significant confusion and safety hazards for all modes of travel. As part of the consolidation, a traffic signal should also be implemented in this location as there is currently over a half mile between existing signals at Dore Lane and Paxson Street which makes it very challenging for pedestrians and cyclists to cross Brooks. This recommendation is also consistent with the bicycle master plan. The new bicycle pedestrian bridge over Reserve Street at Clark St./Old Highway 93 connecting the Bitterroot Trail will also bring many additional cyclists and pedestrians to this area of the corridor that are traveling west and eastbound across Brooks Street.

The Missoula County Fairgrounds site is generally impenetrable for pedestrians and cyclists. One quick win recommendation is to remove the perimeter chain link fence to open up the publicly owned fairgrounds to the public. In addition, welcoming wayfinding signage should be installed around the perimeter of the fairgrounds as well as internally so pedestrians and cyclists can find their way through the site.

A few bicycle improvements identified in the current Activate Missoula 2045 and also discussed during the design charrette include:

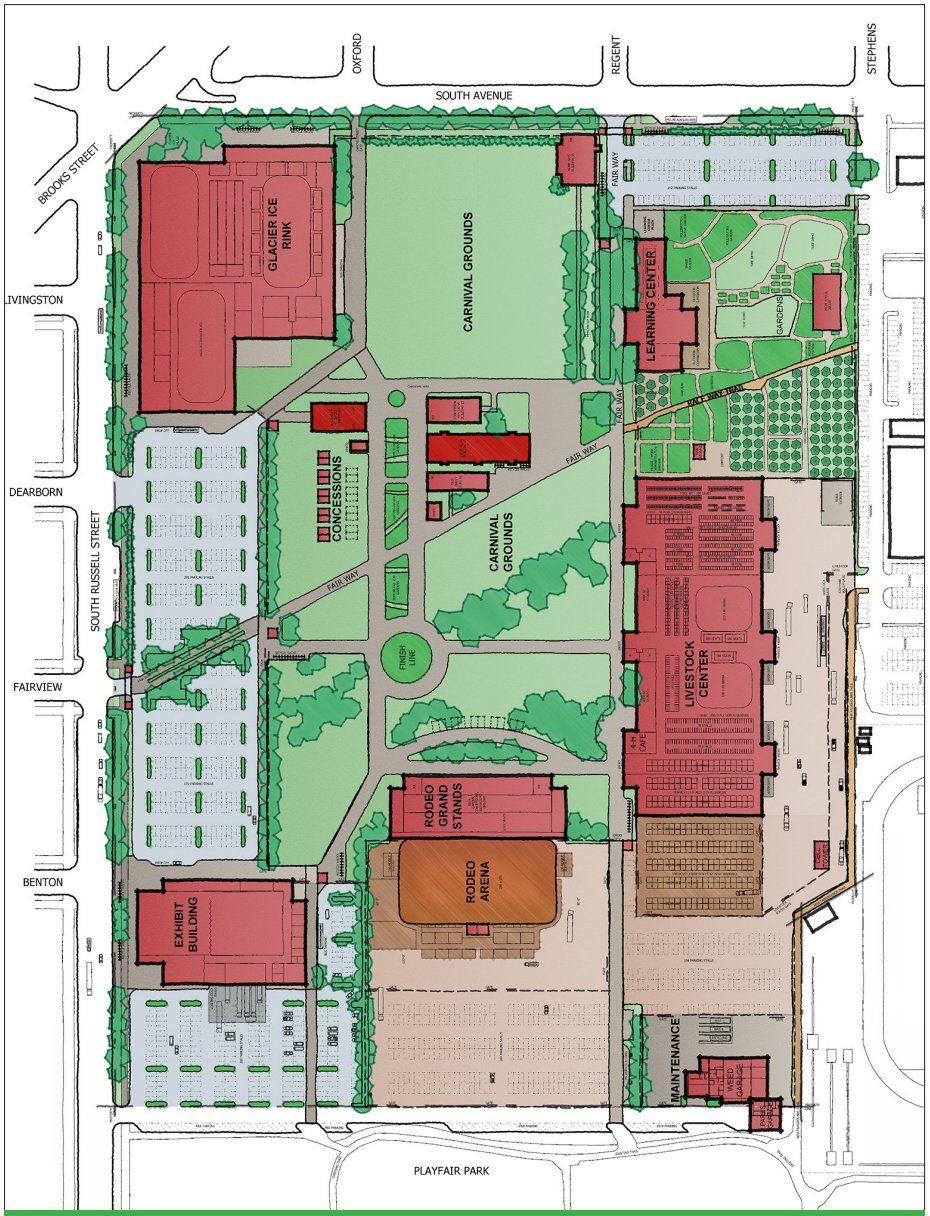
- Improve the intersection of S. Russell St. and Ernest Avenue for cyclists and pedestrians. This is a major school crossing that should include an RRFB (Rectangular Rapid Flash Beacon). As the multi-use path continues along Ernest Ave/Pattee Creek Drive, an additional RRFB should be installed at the intersection with Bancroft Street.
- Implement a Neighborhood Greenway trail from Fairview Ave to Fair Way east from Russell Street through the fairgrounds to South Avenue. At the Fairview/Russell Street intersection add bulbouts and crosswalks. Provide additional connections as determined through the fairgrounds master planning process as illustrated to the right.

RECTANGULAR RAPID FLASH BEACON



SOUTHGATE MALL REDEVELOPMENT CONCEPT

BROOKS/MCDONALD/SCHILLING INTERSECTION CONCEPT



THE FAIRGROUNDS PLAN SHOULD INCORPORATE BICYCLE AND PEDESTRIAN IMPROVEMENTS

f. IMPROVEMENTS AT MID-BROOKS STREET AREA

Significant improvements should be made to the public realm in the "mid-Brooks Street area" between Russell Street and Dore Lane. This should include pedestrian scale lighting, benches, bus shelters, street trees, wayfinding signage, gateway treatments, and other elements described on the following page. Some improvements may need to occur on private property due to right of way constraints. Additional detail is provided in Chapter 5 on methods to accomplish this.

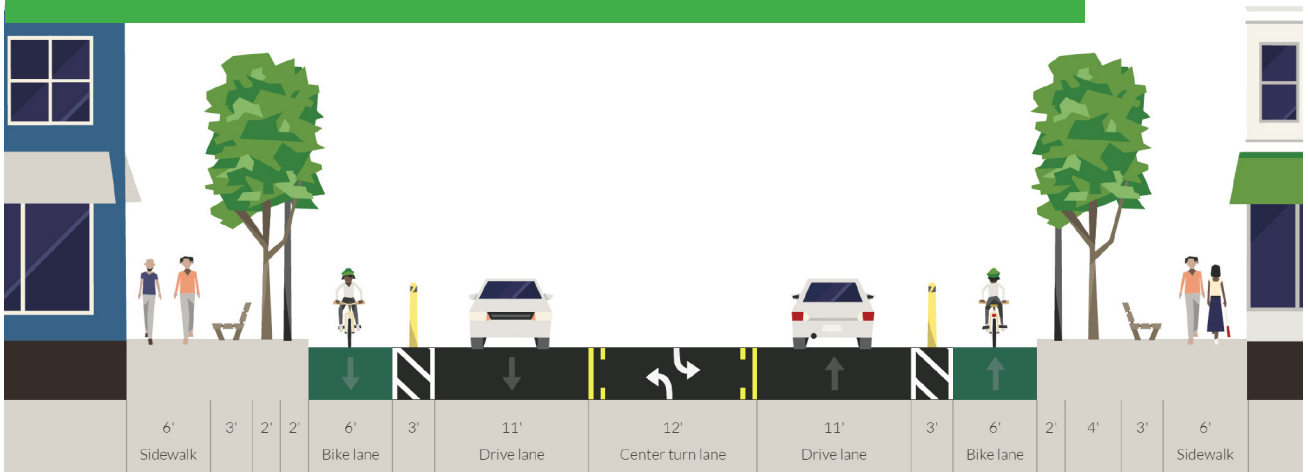
Over the long term, improvements should be made to the complicated and congested intersection of Brooks Street, South Avenue, and Russell Street. Previous plans have recommended a modern roundabout, which this team agrees is an efficient solution for an intersection that has a confluence of cars traveling in six or more directions with volumes over 30,000 vehicles per day. Special attention should be provided to accommodate bicyclists and pedestrians, who should be separated from the vehicular traffic flow. A roundabout in this location can also provide an opportunity for a Midtown gateway treatment in the center. If a roundabout is not constructed, other gateway treatments should be made on both sides of Brooks Street.

POTENTIAL STREETSCAPE IMPROVEMENTS

g. LANE REDUCTION BETWEEN STEPHENS AND MOUNT AVENUES

Due to the dramatic decrease in average daily automobile traffic (ADT) between Stephens and Mount Avenues (30,000 to 12,000) it is recommended that the four/five lane section be converted to a Complete Street by creating a three lane section with one lane in each direction and a continuous center turn lane as illustrated below. The remaining area should include protected bicycle lanes in each direction that tie into the existing bike lanes on Brooks northeast of Mount Avenue. The northeast bound right turn lane from Brooks Street to Mount Avenue should remain to ensure maximum connectivity and accessibility for all modes of travel.

LANE REDUCTION CONCEPT NORTH OF STEPHENS TO CREATE A COMPLETE STREET



h. STREETSCAPE IMPROVEMENTS

The existing street trees are in poor condition due to the soil condition, which is too compacted to grow healthy trees. In order for street trees to grow, new soil needs to be added and the tree wells need to be much larger. In addition to soil, irrigation should be provided to ensure that healthy tress will get established and prosper on the corridor.

As stated in the 2014 Brooks Street Corridor Plan, "the corridor should include decorative street lighting, landscaped medians, and median refuge crossings, which serve to enhance safety and reduce traffic speeds." In addition, distinctive signage unique to Midtown should be provided throughout the corridor.

EXISTING DECORATIVE STREET LIGHTS

INCORPORATE BRANDING IN SIGNAGE


ENHANCED STREETSCAPE

WGM RENDERING FROM BROOKS STREET CORRIDOR PLAN

i. DEVELOPMENT OPPORTUNITIES

Many development opportunities were discussed during the charrette. A primary discussion point was that high frequency transit cannot be supported without high density residential and mixed use development. Densities of 40-50 dwelling units per acre can occur in four story buildings as illustrated on theses pages. This type of development would support increased transit service on Brooks Street.

There is need for a variety of housing types and price points that include multifamily housing, townhomes, rowhomes, and tri/quadplexes, as there is a low vacancy rate in Missoula and residents are continuing to live farther away from the city due to supply and affordability. New development along the corridor should have transitions along the edges of the existing single family neighborhoods.

In addition, developers should be encouraged to provide public meeting and/or celebration space in new developments as there is a shortage of this type of space in the study area.

HIGHER DENSITY IS NEEDED TO SUPPORT INCREASED TRANSIT

HIGHER DENSITY HOUSING CAN BE PROVIDED IN 4 STORIES

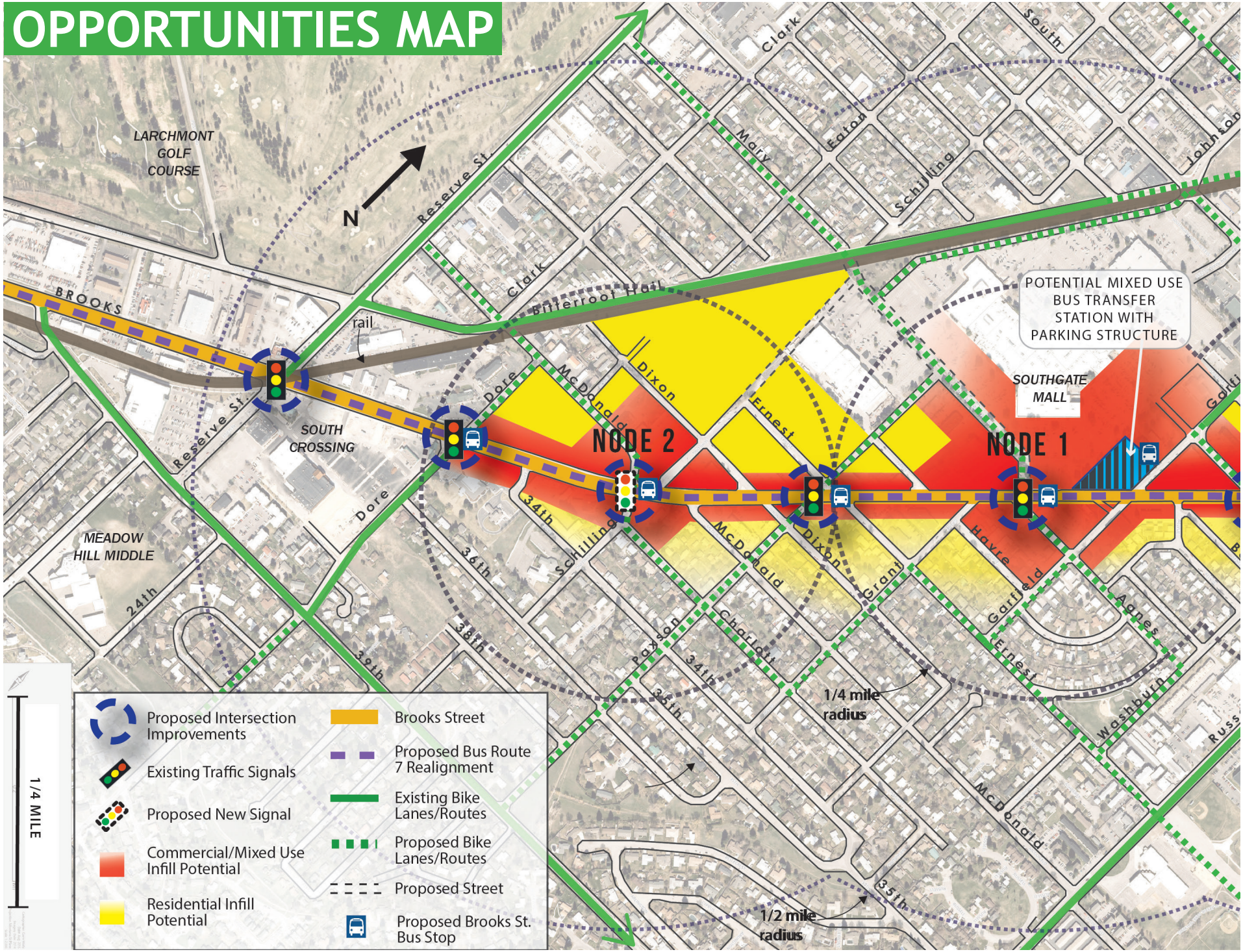
NEW HOUSING COULD BE ORIENTED TO THE BITTERROOT TRAIL

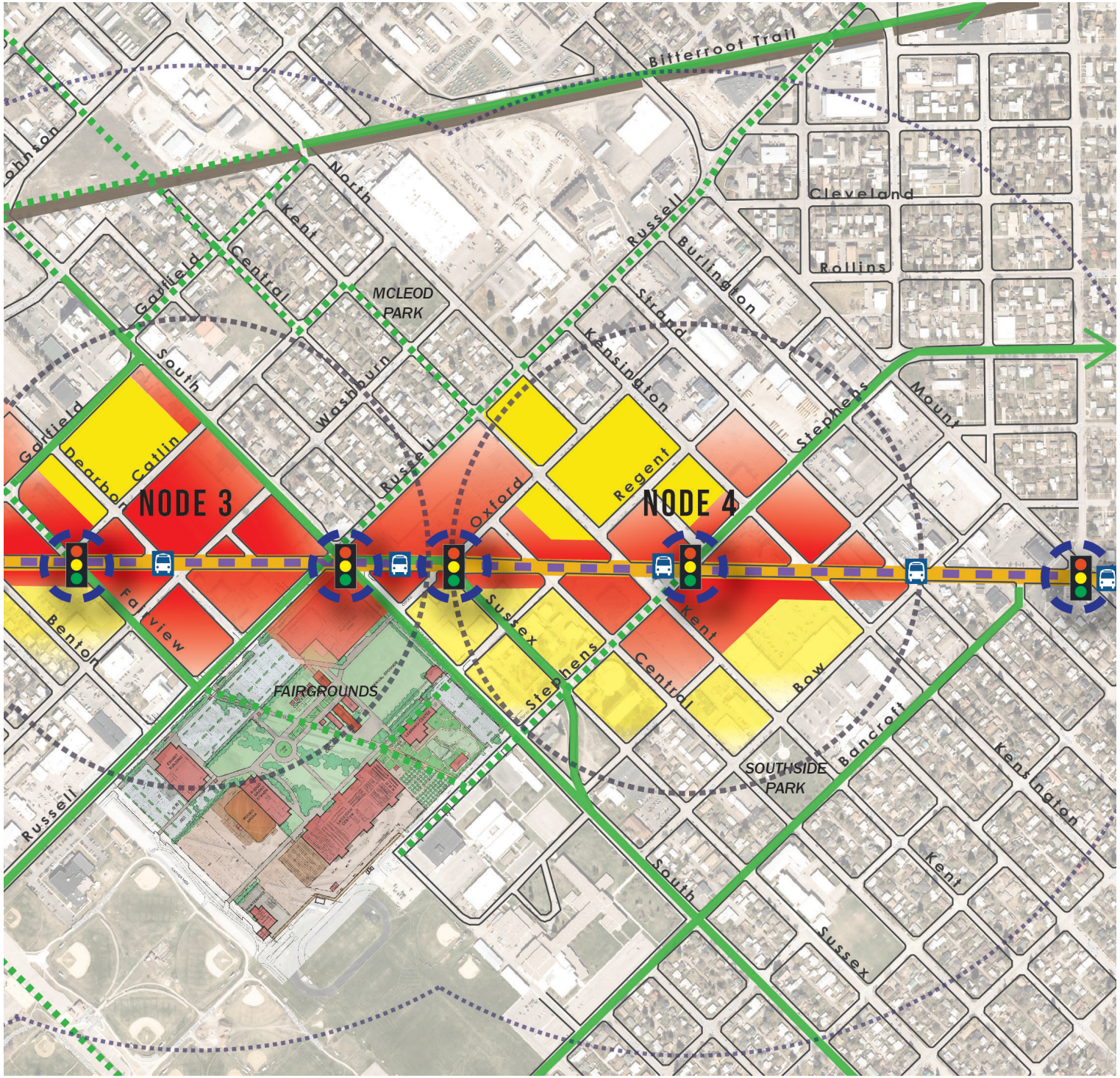
Four nodes of the corridor (illustrated on the following pages) should be prioritized, based on development opportunity, in the following order:

1. **Southgate Mall** as described previously on page 28, the current construction of the new Mary Avenue with a movie theater and restaurants will by catalytic for the area. In addition, future higher density residential uses adjacent to the Bitterroot Trail between Dixon and Harve Avenues will help support the new transit service. This residential development also has tremendous opportunity to orient towards the Bitterroot Trail, similar to the existing development pictured below along the Milwaukee Trail.
2. **The McDonald Ave/Schilling St.** intersection is a prime area for mixed use redevelopment that could include significant residential units with ground floor retail/commercial space along Brooks Street. The area between Dixon, Schilling, and the Bitterroot Trail has great opportunity for "trail-oriented development" as illustrated on the previous page.
3. **The former Staples and Hastings stores** site provides an excellent opportunity for a mixed use redevelopment that could include significant residential units with ground floor retail/commercial space along Brooks Street. South Avenue on the north side of the buildings has the potential to be a mixed-use residential street with a variety of live/work units and/or multifamily residential with ground floor commercial uses.
4. **Holiday Village** also has opportunity for redevelopment. This site has potential to become a mixed use redevelopment that could include significant residential units, neighborhood serving retail, as well as office uses to provide additional jobs in the corridor.

MCDONALD/SCHILLING AND HOLIDAY VILLAGE MIXED USE POTENTIAL

OPPORTUNITIES MAP




Bitterroot Trail
Cleveland
Rollins
MCLEOD PARK
NODE 3
NODE 4
FAIRGROUNDS
SOUTHSIDE PARK
North
Kent
Central
Garfield
South
Washburn
Russell
Dearborn
Catlin
Fairview
Benton
Oxford
Sussex
Stephens
Kensington
Strand
Burlington
Regent
Mount
Bow
Bancroft
South
Kent
Sussex
Kensington

5: REGULATORY RECOMMENDATIONS

Three types of regulatory recommendations are considered; zoning, design guidelines, and parking regulations.

Overall, the vision for development in the area allows for a broad range of forms and uses, coupled with a desire to enhance the pedestrian experience in the corridor.

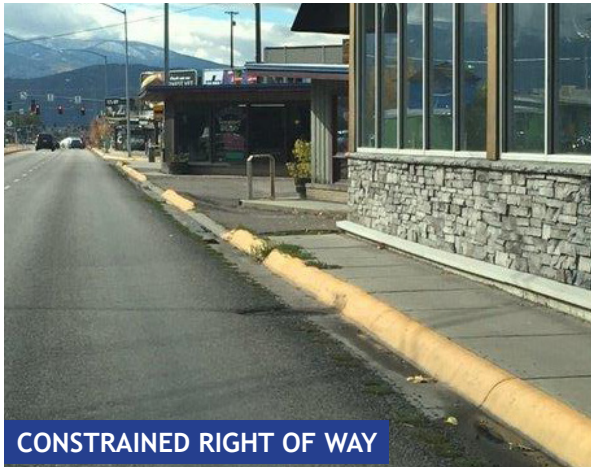
Existing regulations in the Brooks corridor mostly allow development that is consistent with the vision, however some adjustments were found to be desirable to enhance aesthetic and pedestrian appeal.

REGULATORY RECOMMENDATIONS

a. ZONING CHANGES

Modest changes to existing zoning regulations are recommended to enhance appeal and development potential.

Require building setbacks North of Paxson. In this area, the right of way varies between 60-80 feet, and sidewalks are located within easements on private property. There is no room to incorporate a buffer between the traffic flow and the sidewalk. In locations where buildings are built up to the sidewalk (or the sidewalk has been built to the face of previously existing buildings, as in some cases), pedestrians are not comfortable. We recommend a minimum setback for all new development of ten feet and up to twenty feet from the right of way to provide additional space for an adequate sidewalk and street trees/landscaping.



CONSTRAINED RIGHT OF WAY

Stakeholders indicated receptivity to encouraging greater heights than what exists in the corridor. They believe the Brooks corridor is an appropriate place to add significant infill density consistent with the citywide growth management strategy. Most suggested that 5-6 story buildings would be welcome. We recommend encouraging developers to build taller buildings while maintaining step-downs abutting residentially zoned parcels.

Encourage street-facing landscaping materials placement. Currently, the zoning requirements specify significant residential buffering setbacks and minimum amounts of landscaping materials within these. Property owners and developers note that these are often screened from view from the abutting residents. Some expressed that they would like more flexibility in the placement of landscaping materials, such that some of the materials could be moved to soften the streetscape along Brooks Street. This is consistent with the community-wide desire to see a more inviting streetscape along Brooks. We recommend allowing up to 50 percent of the landscaping material in the back setback to be reallocated to areas adjacent to and visible from Brooks and side-streets.

ADDED DENSITY IS NEEDED ON BROOKS STREET

SOFTEN THE BROOKS STREETSCAPE

REGULATORY RECOMMENDATIONS

b. DESIGN GUIDELINES

Many stakeholders felt that projects with public participation, such as TIF funding, should be held to a higher design standard; however, even projects that do not receive public funding, should be held to a high design standard. As was recommended in the 2014 New Mobility West Russell Street Corridor report, we suggest the City continue to develop design guidelines to be used in determining discretionary approvals, especially where accommodations or public financing is used. Such design standards should include provisions to include the following:

- Encourage the vertical mixed use form which is highly desired, particularly with commercial uses on the ground floor and residential uses above.
- Incorporate trail-facing development standards along the Bitterroot Trail, which should be treated as a side street. Developers should be able to attain discretionary approval "points" by providing access and improvement along the trail.
- Encourage development at the full entitled intensity of a parcel, to maximize the efficient use of land in this infill area.

EXAMPLE OF VERTICAL MIXED USE


EXAMPLE HOW HOUSING CAN INTERFACE WITH BITTERROOT TRAIL


MAXIMIZE THE EFFICIENT USE OF LAND

c. PARKING SUPPLY

Parking was identified as a challenge in just a few specific locations in the Brooks Street Corridor. In general, the locations where parking is most problematic today are southeast of Brooks Street where major employers are located on constrained parcels that abut residential development. As redevelopment and infill occur, additional parking challenges can be anticipated.

To address these concerns over time, we recommend a more proactive approach to parking supply and management throughout the corridor, with alternatives to the parcel-by-parcel approach. Now is the time to put in place the tools.

Shared parking is allowed, and can continue to be part of the long-term solution as vertical mixed use becomes more prevalent. Both shared parking and provision of cross-access between individual lots should become the norm in the Brooks Corridor. We recommend requiring cross-access in all new parking lot development.

Create parking district to manage the parking supply, and to create a mechanism for fee-in-lieu payments on parcels where adequate parking cannot be practicably accommodated. Payments can be earmarked to create parking and alternative transportation solutions in the corridor.

Identify priority locations for structured parking, and move to acquire and construct these as revenue from the parking district allows.

A Transportation Demand Management (TDM) strategy should be developed for the Brooks Street Corridor. The Midtown Association should consider a TDM program to help educate employees, residents, and users of the corridor about transportation options that do not require automobile parking, such as walking, bicycling and the use of the future expanded transit.

d. OVERLAY ZONE DISTRICT

One tool to implement many of these regulatory recommendations could be the creation of an overlay zone district for the Brooks Street Corridor. The overlay zone district regulations would set out a series of requirements for all new development within the corridor, regardless of the underling zoning district.

Advantages

An overlay zone district can help to achieve consistency throughout a corridor that has multiple zoning classifications. It can also address a wide and varied range of corridor-specific considerations that address the vision for that area. The requirements of an overlay also do not change the underlying zone districts which may be in use in other areas where the suggested modifications would not be beneficial.

Stronger Control

An overlay zone district is a regulatory tool. Unlike design guidelines, the requirements of an overlay zone district would apply to all new development, not just development with discretionary approval or public participation.

Uncertain Consensus

In the course of the community engagement that was possible within the scope of this project, differing opinions were heard from the community about whether some of the design and parking issues should be regulated versus encouraged or enabled. The preceding section suggest approaches that are linked to incentives. We believe further community engagement would be necessary to determine whether there is broad support to enforce design and parking recommendations through a regulatory framework.

6: IMPLEMENTATION OPPORTUNITIES

Both public and private entities both have a role to play in achieving the vision for Brooks Corridor. There are significant opportunities to implement the recommendations of this report.

IMPLEMENTATION OPPORTUNITIES

a. SUPPORT FUNDING OF HIGH FREQUENCY TRANSIT

The expanded Bolt (Route 7) is not currently funded, therefore the City of Missoula, the MRA, MPO, Mountain Line, and Missoula Midtown Association should all work together to prioritize and seek funding of this service.

b. PRIVATE LEADERSHIP

Already, some property owners are showing leadership in investing in the Brooks Corridor in ways that are consistent with the community vision and represent significant positive changes. The Southgate Mall redevelopment is an important example; it will add connectivity to and through the neighborhood, provide smaller scale retail and a gathering spot for area residents, and increase land use intensity on the parcel. Other property owners will be able to benefit from lessons learned here when they are ready to redevelop.

c. INTERSECTION IMPROVEMENTS

Many of the intersections along Brooks Street do not meet current standards for universal accessibility. As such, they are eligible for MDT funding earmarked for addressing such deficiencies. Improvements to enhance pedestrian safety at existing intersections, close streets and add sidewalk segments, and add transit facilities all have the potential to be eligible for partial funding through the Americans with Disabilities Act.

d. ZONING ORDINANCE

Regulatory recommendations of this document can be addressed in the course of annual zoning updates or more specific zoning proposals.

e. DESIGN STANDARDS & GUIDELINES

According to city staff, funding has been allocated for development of design guidelines and standards in Missoula. The Brooks Street corridor is anticipated to be addressed within the first initiative, namely corridor standards.

f. TAX INCREMENT FINANCING

An implementation financing stream that is already in place is the Brooks Street Urban Renewal District III. This area designation brings with it authorization to use tax increment financing (TIF) – meaning increases in property tax revenue brought about by redevelopment can be reinvested in the

corridor. Such funds can be used to pay for infrastructure costs, which may be higher in infill development. The use of TIF and other public participation tools can be tied to meeting the future design guidelines or to priority node locations or preferred forms (i.e., vertical mixed use).

g. PARKING DISTRICT

As noted above, establishment of a parking district could help to collect and manage funds to address parking supply and management in the Brooks Street corridor. Such a district could collect fee-in-lieu payments, acquire property, and construct parking structures.

h. BUSINESS IMPROVEMENT DISTRICT

A business improvement district (BID) is established when property and business owners in an area vote to tax themselves to create a funding stream for area-wide improvements. BID funds are often used to support costs such as sidewalk cleaning, snow removal, landscaping, and similar services that go beyond what the city can support. Many stakeholders indicated a desire for a higher level of services along the corridor; a BID could pay for the differential.

i. TIGER GRANTS

Transportation Investment Generating Economic Recovery grants through the U.S. Department of Transportation works directly with public transportation agencies to fund and implement projects that will enhance operational efficiencies such as the Brooks Street Route 7 realignment and new transfer center. The City of Missoula should use this report and recommendations as part of the grant application.

source: SEH AND FRANK OHMS

A BID COULD FUND ENHANCED IMPROVEMENTS AND MAINTENANCE

A PARKING DISTRICT COULD FUND STRUCTURED PARKING

APPENDIX

A. Past Plans Summary
B. Market Assessment
C. Questionnaire Results

A. PAST PLANS SUMMARY

The following pages summarize information from past planning efforts in Missoula, Montana that relate to the Brooks Street corridor. Each relevant plan is summarized in chronological order, starting with the most recent.

ACTIVATE MISSOULA 2045: LONG RANGE TRANSPORTATION PLAN (2016, IN PROGRESS)

"The Missoula Long-Range Transportation Plan (LRTP) sets priorities for the future, including an overall direction and strategies to strengthen the region's transportation network. The LRTP considers all modes: driving, walking, bicycling, transit, rail, freight, and air."

WIKIMAP COMMENTS SUMMARY

The Wikimap is an interactive mapping exercise for Missoulians to provide public comments on the transportation system for any given location in the study area. The following is a summary of the comments that include both existing issues and potential solutions along Brooks Street from Reserve Street to Bancroft Street:

- Transit should be increased on Brooks Street.
- Protected bike lanes should be implemented with increased bicycle connectivity on cross streets.
- Many unusable and insufficient sidewalks along the corridor.
- A need for safe, marked crosswalks.
- Need for increased tree cover.
- Needed improvements for bicyclists and pedestrians.
- Potential for a roundabout at the five-way intersection of Brooks Street, Russell Street, and South Avenue.
- There is a negative effect of a zigzag orientation of buildings along the corridor on walkability, the creation of unused space, and uneven visual transitions.
- The desire for a traffic signal at Schilling Street and Brooks Street for neighborhood access and connectivity.
- Need better efficiency of traffic signals at intersections and improvements to the pedestrian environment for safety.

POTENTIAL PROJECTS SUMMARY

The following are potential projects incorporated by the LRTP. They fall into six categories of Non-Motorized, Safety Projects, Roadway (travel lanes) & Complete Streets (sidewalks, bicycle lanes, crosswalks, etc.), ITS (Intelligent Transportation Systems), Studies, and Transit (capital). The potential projects that could impact the Brooks Street Corridor are below and only fall into two of the categories:

Non-Motorized

- Improve Brooks Street to include safe, continuous and accessible bike/ped facilities from Mount to Reserve.

Roadway and Complete Streets

- Complete street improvements from Reserve to Dixon and Dixon to Mount.
- Reconfigure the roadway section to two travel lanes plus a center turn lane including bike lanes in both directions.
- Improve US 93, Brooks, and Reserve Streets intersection.

MOUNTAIN LINE BUS STOP MASTER PLAN (2015)

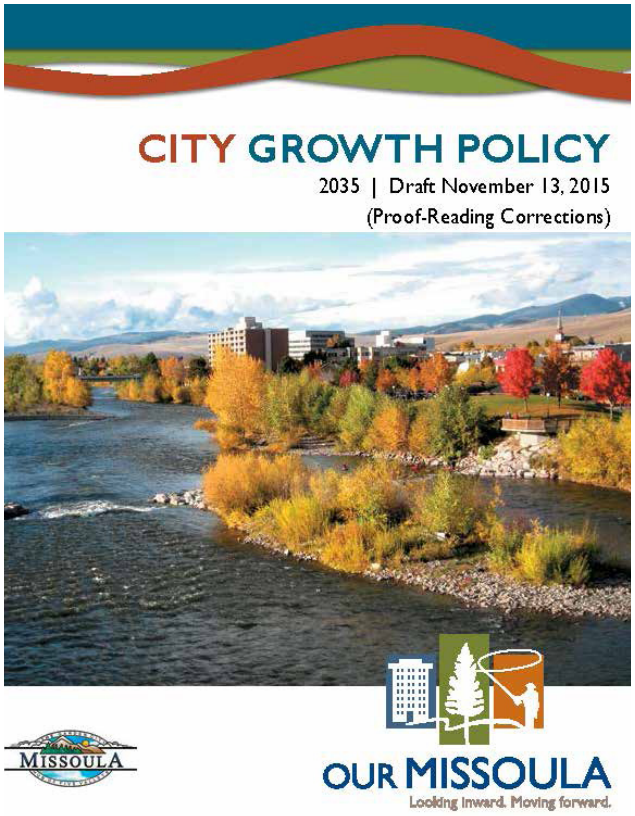
This plan provides a roadmap for achieving a network of stops that enhance the Mountain Line customer experience and increase operational efficiency. (p. 1-1) The plan aims to achieve system-wide goals by providing guidelines for the spacing, placement, and design of bus stops, recommendations for stop consolidation, and an implementation plan for improving bus stop signage and amenities. This plan follows significant changes to the bus system. Mountain Line implemented a zero-fare policy in January 2015, increasing its ridership by 36% from the previous year within just seven months of the fare change. (p. 1-1, 1-2)

GUIDELINES SUMMARY

- "Stops may be situated within the travel lane along state highways within the urban core with moderate auto speeds and two travel lanes in the same direction," such as Brooks Street. (p. 3-3)

BUS STOP RECOMMENDATIONS SUMMARY

- For proposed stops along Route 1 and Route 7 inbound, a stop at Brooks and Fairview is recommended as a Tier 3 stop, meaning it generates fewer than 10 boardings per weekday should only include a pole and signage.
- For proposed stops along Route 1 and Route 7 outbound, a stop at Brooks and Oxford is recommended as a Tier 2 stop, meaning it generates at least 10 boardings per weekday and qualifies for seating (6-8' bench). (p. 4-3, 5-4, 5-17)
- For proposed stops along Route 7 inbound with the Brooks realignment, stops at Brooks and Reserve, Dore, McDonald, and Fairview are recommended as Tier 3 stops. (p. 5-19)
- For proposed stops along Route 7 outbound with the Brooks realignment, stops at Brooks and Oxford, McDonald, and Dore are recommended as Tier 2 (at Brooks and Oxford) and Tier 3 (at Brooks and McDonald/Dore) stops. (p. 5-19)



CITY GROWTH POLICY 2035 (NOV. 2015)

The City Growth Policy is based on a "Focus Inward" strategy that encourages new growth in the direction of existing infrastructure, neighborhoods, and public services. The strategy aims to reduce automobile-dominated suburban development to improve community health, cost of living, and lower city infrastructure and service costs among other reasons. (p. 11-12)

ELEMENT CHAPTERS

Economic Health

- The areas around the airport, University, and Brooks Street (anchored by Southgate Mall), are all valued for their contributions to the city's economy. (p.49)

Community Design

- Objectives include supporting pedestrian-scale design that encourages non-motorized transportation and social interaction, especially in areas of the City that are now predominantly vehicular-oriented such as the Brooks Street Corridor. (p.71)

LAND USE RECOMMENDATIONS

Concept I

- 'Organize around the Core' is one of three land use recommendations that reinforces policy directions regarding increased intensity and comprehensive City identity that focuses around the downtown area. The next level of intensity following the downtown radius is the area between Brooks Street and the old Bitterroot Rail Line, and the outer level of less intense development and diversity of uses extends to the Reserve Street vicinity. (p. 117)

Node Development Overlay

- The Node Development Overlay identifies areas for concentrated mixed-use pedestrian friendly development creating focal points for community gathering and transit. These areas also have the potential for transit-oriented development and help to emphasize the significance of pedestrian-friendly streetscape development on a variety of scales of streets. Office, retail, and residential uses are envisioned to be integrated in these nodes. (p. 118, 125)

ASSET MAPPING OBSERVATIONS

Economic Health

- Participants feel that the main economic generators are centered on arterial roadways such as Brooks Street outside of downtown. (p. 24)

Transportation

- Corridors that privilege the automobile, such as Brooks Street, tend to be associated with the greatest number of challenges from both the driver and pedestrian perspectives. Participants expressed frustration about the amount of traffic on roads like this, as well as their safety as they experience it in both a car and as a pedestrian. (p. 22)

Recreation

- Foster connectivity between transportation systems and parks/open spaces. Particular areas of focus are east-west connections over busy arterials to the south, such as Brooks Street and into the south hills. (p. 27)

MISSOULA ZONING ORDINANCE TITLE 20 (DEC 2012)

ZONING WITHIN URBAN RENEWAL DISTRICT III

R5-4: Residential 5.4
RM0-5: Residential 0.5 (multi-dwelling)
RM1-35: Residential 1 (multi-dwelling)
RM1-45: Residential 1 (multi-dwelling)
RM2-7: Residential 2.7 (multi-dwelling)
RT2.7: Residential 2.7 (two-unit/townhouse)

Primarily intended to create, maintain and promote a variety of housing opportunities for individual households and to maintain and promote the desired physical character of existing and developing neighborhoods. While the districts primarily accommodate residential use types, some nonresidential uses are also allowed. The R district standards provide development flexibility, while at the same time helping to ensure that new development is compatible with the city's many neighborhoods. In addition, the regulations offer certainty for property owners, developers and neighbors about the limits of what is allowed. (p. 20.05-2)

B1-1: Neighborhood Business
B2-1: Community Business
B2-2: Community Business
C1-1: Neighborhood Commercial
C1-4: Neighborhood Commercial
C2-4: Community Commercial

Primarily intended to accommodate and promote neighborhood and community-serving business and commercial uses (e.g., retail, service, office), as well as mixed-use development consisting of business uses and residential uses in the same building or on the same site. Encouraging true mixed-use development can help reduce vehicle travel demand and provide increased housing choice and transit-oriented densities. (p. 20.10-1)

M1-2: Limited Industrial
M1R-2: Limited Industrial-Residential

Primarily intended to accommodate manufacturing, warehousing, wholesale, and industrial uses. The regulations are intended to promote the economic viability of manufacturing and industrial uses, encourage employment growth, allow residential uses in the M1R district, and limit the encroachment of unplanned residential and other non-industrial development into M1- and M2-zoned areas. (p.20.15-1)

OP3: Public Lands and Institutional

Primarily intended to accommodate public, quasi-public, and institutional uses. (p. 20.20-1)

TRAFFIC VOLUME MAP (2015)

Annual average daily traffic counts along the Brooks Street study area are roughly:

- 18,000 to 24,000 between Reserve and Fairview
- 28,000 to 30,000 between Fairview and North
- 12,000 between North and Mount

MISSOULA URBAN AREA FUTURE LAND USE DESIGNATION MAP (NOV. 2015)

Within the Brooks Street study area, future land uses include:

- Regional Commercial and Services between Reserve and South
- Neighborhood Mixed Use and Public and Quasi-Public at the intersection of Brooks Street and South
- Community Mixed Use and Neighborhood Mixed Use from South to 14th along Brooks Street
- Neighborhood Mixed Use, Community Mixed Use, and Residential Medium High Density (12 to 23 units per acre) at the intersection of Brooks Street and 14th.
- Residential Medium High Density (12 to 23 units per acre) from 14th to Higgins along Brooks Street
- Urban Center, Residential Medium High Density (12 to 23 units per acre), and Residential Medium Density (3 to 11 units per acre) at the intersection of Brooks Street and Higgins

Seven nodes are identified along the Brooks Street Corridor in the following locations:

- The intersections of Brooks Street with Reserve, South, Stephens, 14th, and Higgins
- Between Reserve and South along Brooks (two nodes)

MISSOULA BICYCLE MAP (MAY 2015)

Most of the Brooks Street study area does not have bike lanes, with the exception of one block between Russell and Sussex. There are bike lanes that feed onto Brooks Street at Bancroft, Russell, Stephens, and Dore.

BROOKS STREET CORRIDOR PLAN RESERVE TO DIXON (JULY 2014)

"The Brooks Street Corridor Plan establishes goals and objectives, design criteria, and preliminary engineering plans for improvements to Brooks Street between Reserve Street and Dixon Avenue". (p.1)

"The plan recommends a balance between the need to move traffic and the ability to safely access and cross Brooks Street. This includes design treatments that reduce speeds, improve awareness of pedestrians and bicycles, and change the character of Brooks Street to a modern urban arterial. These improvements will improve access to underutilized properties, incentivize and guide redevelopment, and reduce the barrier Brooks creates to crossing." (p.1)

"Implementation of the Brooks Street Corridor Plan is envisioned over several years. The initial phase, the Dore Lane intersection, was completed in 2014. Phase II was anticipated in 2015 and Phase III was anticipated in 2016 or beyond." (p.1)

EXISTING CONDITIONS SUMMARY

- The portion of the corridor from Reserve to Dixon represents the most rapidly changing land use in the corridor; older commercial buildings and vacant land are beginning to develop into high-intensity uses which may eventually include residential use. The wide, fast-moving street that exists today will become out of character with the new land uses. (p.8)
- Brooks Street is 84 feet wide with four 12-

foot travel lanes, 10-foot shoulders, and a 16-foot center two-way left-turn lane. Sidewalks are generally in good condition but the existing streetscape is inconsistent and unfriendly to pedestrians and bicycles. (p.8)

- Brooks Street serves as a major commercial corridor for local traffic. The area has not added new significant trip generators and redevelopment in the corridor has not measurably affected traffic volumes, but new developments with higher-intensity could create additional traffic. (p.10)
- Crash trends show that the Reserve Street intersection experiences "similar crash types as the entire corridor," the Dore Lane intersection has a "higher occurrence of right angle crashes," and the Paxson Street intersection has a "higher occurrence of angle crashes at this intersection than the rest of the corridor." (p. 11-13)

CORRIDOR CONCEPT PLAN SUMMARY

"Design criteria is based on the MDT Road Design Manual (RDM) for Urban Principal Arterials (NHS – Non Interstate) and the AASHTO A Policy on Geometric Design of Highways and Streets, 6th Edition, 2011, commonly referred to as the "Green Book". (p.18)

The streetscape design palette includes: decorative street lights, traffic signals, pavers, patterned concrete, crosswalks, medians, landscaping, and wayfinding. (p.19)

Phase I

- Improvements involved reconstructing Dore Lane, intersection lighting, and a new traffic signal on Brooks.

Phase II

- Will continue these improvements north and south of Dore Lane, including extending the decorative street lighting, adding enhanced crosswalk treatments, designated bike lanes, adding on-street parking, narrowing the travel lanes to 11 feet, and adding a median refuge crossing at McDonald/Schilling. This phase will require discussion of a design exception for 11-foot lanes.

Phase III

- Improvements include adding raised, landscaped medians, an additional median refuge crossing at Eaton, and a new traffic signal at McDonald. This phase will require meeting with adjacent landowners and businesses to discuss access and additional analysis of signal warrants.
- Allowing U-turns at signalized intersections should also be considered with the addition of raised medians.
- Left turn access to Brooks should be encouraged at the signalized intersections. (p. 25-41)

2014 MISSOULA BICYCLE & PEDESTRIAN COUNT REPORT

"Since 2010, the Missoula Metropolitan Planning Organization (MPO) has conducted annual bicycle and pedestrian counts at stations throughout the city. The counts take place twice each year…" (p.1)

"Data collected through the Bicycle and Pedestrian Count Program are used in a variety of planning projects, including in the Active Transportation Plan, the Long Range Transportation Plan, and the Community Transportation Safety Plan. Count data is also used to make a more compelling case for infrastructure funding to facilitate bicycle and pedestrian trips." (p. 1)

KEY FINDINGS

- Count of bicycles and pedestrians increased steadily from 2010 through 2013 with a decrease in 2014; however, the trend across all years is a steady increase for both modes of transportation (p. 1).
- In 2014, bicycle Annual Average Daily Traffic (AADT) for all annual stations was 10,382 – an 18% increase over 2010. Pedestrian AADT at the 17 annual stations increased from 10,109 in 2010 to 12,651 in 2015 – a 25% increase.

- Stations across Brooks and Reserve Streets have much lower levels of use than those at Higgins Avenue, Milwaukee Trail, and the Madison Street underbridge.

SURVEY RESULTS SUMMARY

- Pedestrians typically chose routes based on convenience (48%) and directness (47%), and bicyclists typically chose routes based on convenience (55%) and directness (49%) with additional focus on traffic volumes (34%).
- Pedestrians generally want to see more of all types of improvements, but focused most on better street crossings (25%) and more shade trees (26%). Wider sidewalks, benches, and additional sidewalks were also important to respondents (20%, 19%, and 18% respectively).
- Bicyclists are interested most in more and wider bike lanes (42% and 31%), as well as better street crossings (34%).

MOUNTAIN LINE LONG RANGE TRANSIT PLAN (2012)

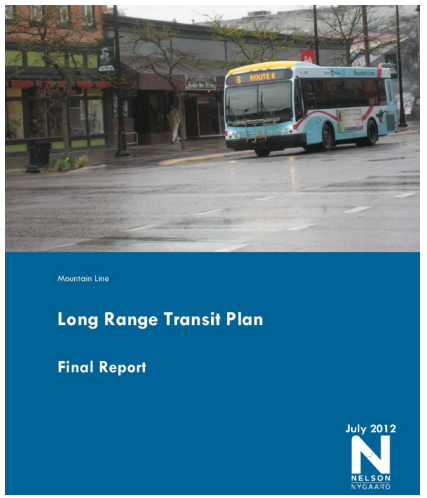
This plan develops a Complete Transit System that supports a broad range of trips for residents, employees, and visitors traveling in the Mountain Line district. (p. 15)

The LRTP is guided by the following goals:

- System Expansion, Accessibility, Development and Land Use, Environment & Air Quality, Multimodal Approach, Transit Experience, and Funding. (p. 15-16)
- The plan utilizes implementation of a Primary Transit Network (PTN) which provides a framework for transit and supportive infrastructure investments while also providing a framework for land use policies. PTN corridors are identified as those that are the most densely developed, or have the potential to be, and already have services at least every 30 minutes all day. Development should occur with respect to neighborhood scale and character. The PTN also serves as a guide for transit-related capital facility investment including passenger facilities and amenities, pedestrian environment, bicycle access, high quality vehicles, and safety and security (p.27-28)

KEY FINDINGS

- Brooks Street is identified as a potential PTN and a potential TOD corridor. (p. 31)
  - Potential PTN corridors were chosen based on four critical factors of transit demand: residential density, employment density, ridership on existing transit services, and the presence of "anchor" activity centers. The maximum score a corridor could receive is 70 points, and Brooks Street scored Medium-Low (10-20) from Reserve to Dearborn, and High (30-70) from South to Higgins. (p. 73)
  - Potential PTN corridors have many of the needed elements for TOD, but do not have the population and/or employment density required to support PTN levels of service. If densities increase, PTN service could become appropriate. (p. 27-28)



CONNECTIONS 2040: LONG RANGE TRANSPORTATION PLAN UPDATE (2012)

"The 2012 LRTP continues to be a valuable, practical, and implementable vision for Missoula's transportation future within the context of the Missoula Growth Policy. The LRTP also provides a supporting framework for traffic, transit and community planning in the region. The Plan also serves as a guide for local capital improvement programs and facilitates the effective investment of public funds for future transportation facilities." (p. i)

KEY FINDINGS

- A key assumption of the preferred growth scenario as developed by the planning team, is the Brooks Corridor redevelopment. (p.3-3)
- Changes in density will affect trip-making, and the development pattern represented in the preferred growth scenario would generate the majority of new trips in the region in major growth areas including in the Brooks Corridor. (p. 3-4)
- A high concentration of vehicular crashes from 2007-2009 occured along major transportation corridors including Brooks Street, specifically where it intersects with Reserve Street. Of the top 30 road segments with the highest crash rates, five are along Brooks Street. (p. 3-14 to 3-17)
- Crashes involving pedestrians from 2005-2010 were concentrated in three areas: Brooks Street south of Southgate Mall, South 5th Street West between Higgins Avenue and Arthur Avenue. Of bicycle crashes from 2005-2010, one of the areas in which they were concentrated was Brooks Street between Higgins Avenue and Beckwith Avenue. Brooks Street has fewer bicycle and pedestrian crashes than the other areas. (p. 3-21, 3-24)

COMMITTED AND RECOMMENDED PROJECTS

The following is a list of the committed and recommended projects for the 2012 LRTP. The emphasis areas are: roadways, safety, maintenance, non-motorized, ITS, Transportation Demand Management (TDM), transit, and studies. The Brooks Street Corridor is included in two of these emphasis areas; safety and non-motorized.

Safety

- Street lighting improvements on Brooks Street from Dixon to Buckhouse Bridge.

Non-Motorized

- Intersection of Higgins and Brooks bicycle slip lane. (p. 6-4)

URBAN RENEWAL DISTRICT III: CURB & SIDEWALK NEEDS ASSESSMENT AND PROBABLE COST OF CONSTRUCTION REPORT (2011)

The goals & objectives of the document are to assess the existing curb and sidewalk infrastructure, identify missing links and critical connections in the transportation network, and identify opportunities to invest strategically to create incentives for redevelopment. It results in recommended projects in Midtown (p.1).

KEY FINDINGS

- In the past five years, significant effort has gone into improving the curb and sidewalk infrastructure in Midtown, including Brooks/South/Russell Intersection Improvements and the Brooks Commercial Sidewalk Project (Phase I and II). (p.4, 8)
- In 2000, the Urban Renewal District III was created which established TIF to address conditions of blight in the area surrounding the Brooks Street Corridor. (p.4, 8)
- Nearly all the reported ped/vehicle crashes within the URD III in the past five years were on Brooks or Russell.
- Brooks Street existing roads are too narrow to add bike lanes without a significant cost and impact to adjacent properties.
- Opportunities exist to improve transit service on the arterial corridors – Brooks, Russell, and Reserve Streets. (p.9)
- Stakeholder priorities:
  - Street safety; completing the sidewalk network – especially Dore Lane, Brooks Corridor, and South Avenue.
  - Concern over commercial uses spreading into residential areas; commercial uses along Brooks are very close to residential neighborhoods to the south.
  - Each section of Brooks Street should be treated differently, a median refuge crossing should be provided every block, because traffic drops off north of Stephens, reduce to 3-lanes, adding bike lanes or on-street parking, and transitioning toward residential uses should be considered.
  - Additional trail connections should be implemented connecting neighborhoods north and south of Brooks. Connect the Brooks/Russell junction to the Bitterroot Branch Trail. (p 26-27)
- The following catalyst projects were recommended for primary corridor improvements to Brooks, Russell, South, and Stephens: median refuge crossing at nine locations, gateways and wayfinding, landscaped islands, and landscaped medians to improve safety, visual appeal, and desirability. (p. 29)

RECOMMENDED PROJECTS

Brooks Street is included in recommendations for projects related to network improvements and streetscape enhancements.

- Network Improvements
  - Dore Lane Improvements: new traffic signal at Dore/Brooks and curb, sidewalk, and bike lane improvements between McDonald and 39th St.
  - McDonald Improvements: new traffic signal at McDonald/Brooks and bike lanes along McDonald. This project provides a Brooks Street crossing, connection to the Bitterroot Trail, and improved access to undeveloped properties.
  - McDonald Ave Bike Route: pavement markings and signage on McDonald and Paxson, and a shared-use sidewalk on Brooks connecting to Schilling. This project connects Playfair Park to the Bitterroot Branch Trail and Southgate Mall. (p.2)
- Streetscape and Aesthetic Improvements
  - Landscaped Islands: implement within the public right-of-way along Brooks Street, Russell Street, and Stephens Avenue for traffic calming, beautification, and livability. (p.23)

B. MARKET ASSESSMENT

B. BROOKS STREET MARKET ASSESSMENT

PURPOSE

The market assessment provides a summary of demographic, housing, business and retail data to inform recommendations for the Brooks Street study area. This data indicates what type of uses and developments may occur naturally along Brooks Street and/or where market forces may need to be supplemented with public resources to achieve desired outcomes.

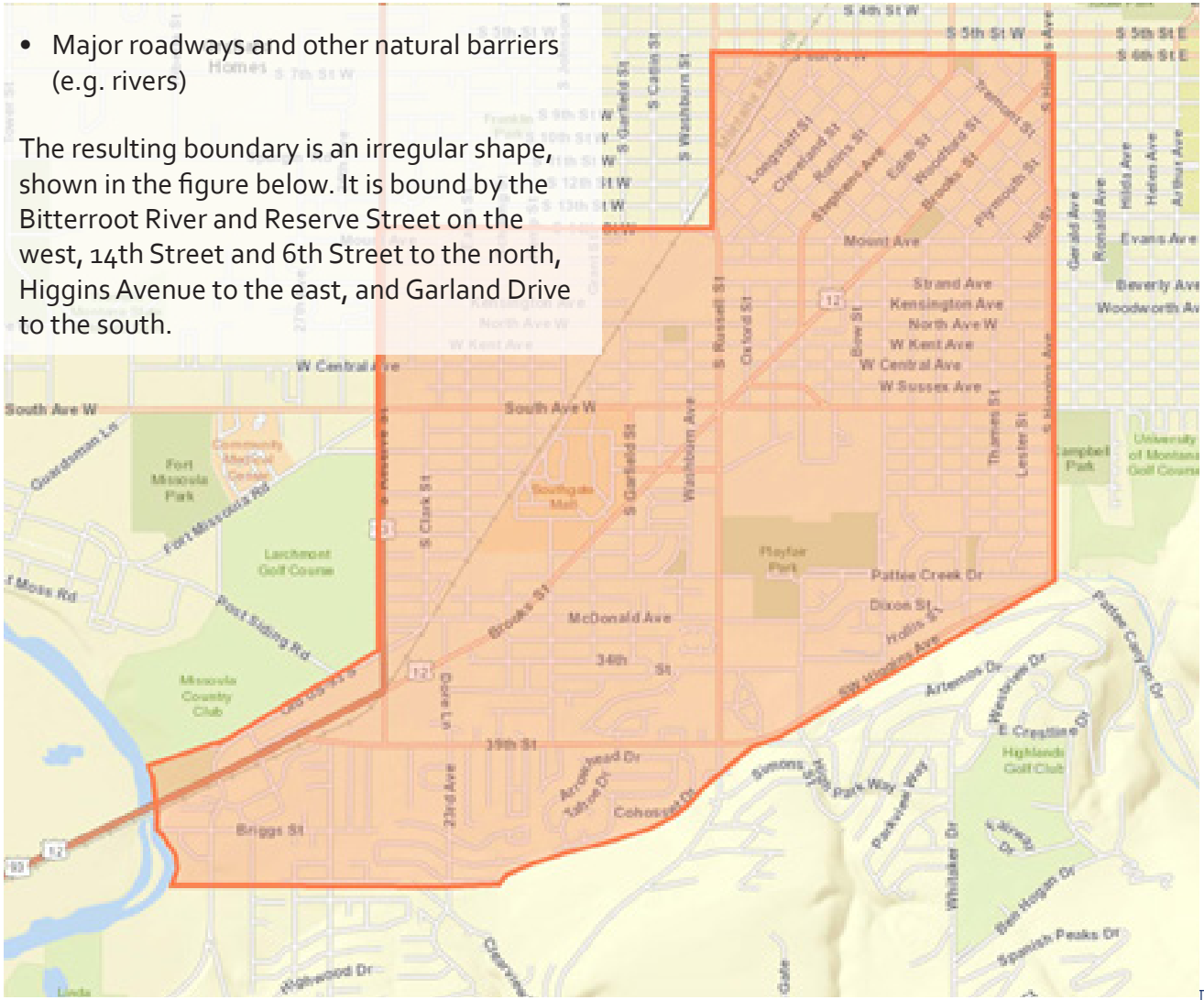
PRIMARY MARKET AREA

A primary market area (PMA) boundary was established to better understand market opportunities for the Brooks Street study area. The PMA includes the study area as well as nearby neighborhoods where residents or workers are reasonably able to access Brooks Street establishments and transit services. The data presented in this section is primarily from the PMA unless otherwise noted.

The Project Team determined a logical boundary for the PMA by considering:

- Walkability and bikeability from nearby neighborhoods
- Major roadways and other natural barriers (e.g. rivers)

The resulting boundary is an irregular shape, shown in the figure below. It is bound by the Bitterroot River and Reserve Street on the west, 14th Street and 6th Street to the north, Higgins Avenue to the east, and Garland Drive to the south.



DEMOGRAPHICS SUMMARY

As part of the market assessment, P.U.M.A. extracted and analyzed population, housing and income data using ESRI Business Analyst Online. The data summary presented below contains figures from the most current available estimates (2016) unless otherwise noted.

POPULATION CHARACTERISTICS

- Population is 16,420.
- There are 7,555 households; the average household size just over 2 persons.
- Approximately 1/4th of households have children (2010).
- 36% of the population is married.
- Approximately 22% of the population is ages 25 to 34, which represents the largest age cohort. This population segment grew 12.5% between 2010 and 2016 compared to the total area population which grew just under 5%.
- The median age is 33.3.
- The population is evenly split between males and females.
- 91% of the population is White, just under 3% are American Indian and 4% are of Hispanic origin (any race). The population is expected to continue growing slightly more diverse through 2021 with greater numbers of American Indians, people of two or more races, and those of Hispanic origin.
- Among adults 25 years or older, 22% have completed high school or the equivalent, 22% of have completed some college but no degree; and 53% have completed an advanced degree.
- Nearly 14% are enrolled in college or graduate school (2010-2014 estimate).

HOUSING CHARACTERISTICS

- The majority of housing units in the PMA (52%) are renter occupied, 43% are owner occupied and just 5% are vacant (2010).
- Median home value for the PMA is $245,605, compared to $259,267 for the City of Missoula.

The following data comes from the 2016 Missoula Housing Report. Although it pertains to the City of Missoula, it has relevance for the PMA.

- Missoula's strong real estate market, coupled with a growing population, is bringing affordability and housing supply challenges.
- There is a large discrepancy between the median household income of renters ($28,000) and that of homeowners ($66,000).
- As a general rule, housing is considered affordable when it costs no more than 30% of a household's income. In Missoula, only 27% of homeowners spend more than 30% of their income on housing whereas 54% of renters spend more than 30% of their income on housing. This is not dissimilar from the U.S., where just over half of all renters spend 30% or more of their income on rent.
- For the last three years, multi-family building permits made up the majority of new development. In 2015, 292 new multi-family units were permitted.
- Townhomes and condos priced between $100,000 and $200,000 accounted for approximately 68% of the total sales in 2015.
- Homes < $275,000 were in tight supply whereas higher priced homes were in over-supply most of 2015.

INCOME CHARACTERISTICS

- The PMA's median household income is similar to the City of Missoula, at $38,057 compared to $39,759. The average PMA household income, however, is 15% lower than the City ($51,019 compared to $58,754) indicating that there are affluent households that bring up the City's average relative to the PMA.
- Median household income for the PMA is estimated to grow 2.09% from 2016 to 2021, which is higher than the U.S. expected growth rate of 1.82% but below the State of Montana's rate of 2.46%.
- Approximately 20% of households have income in the past 12 months below the poverty level. 14% of households are enrolled in SNAP (food stamps).

BUSINESS AND EMPLOYMENT DATA

BUSINESSES

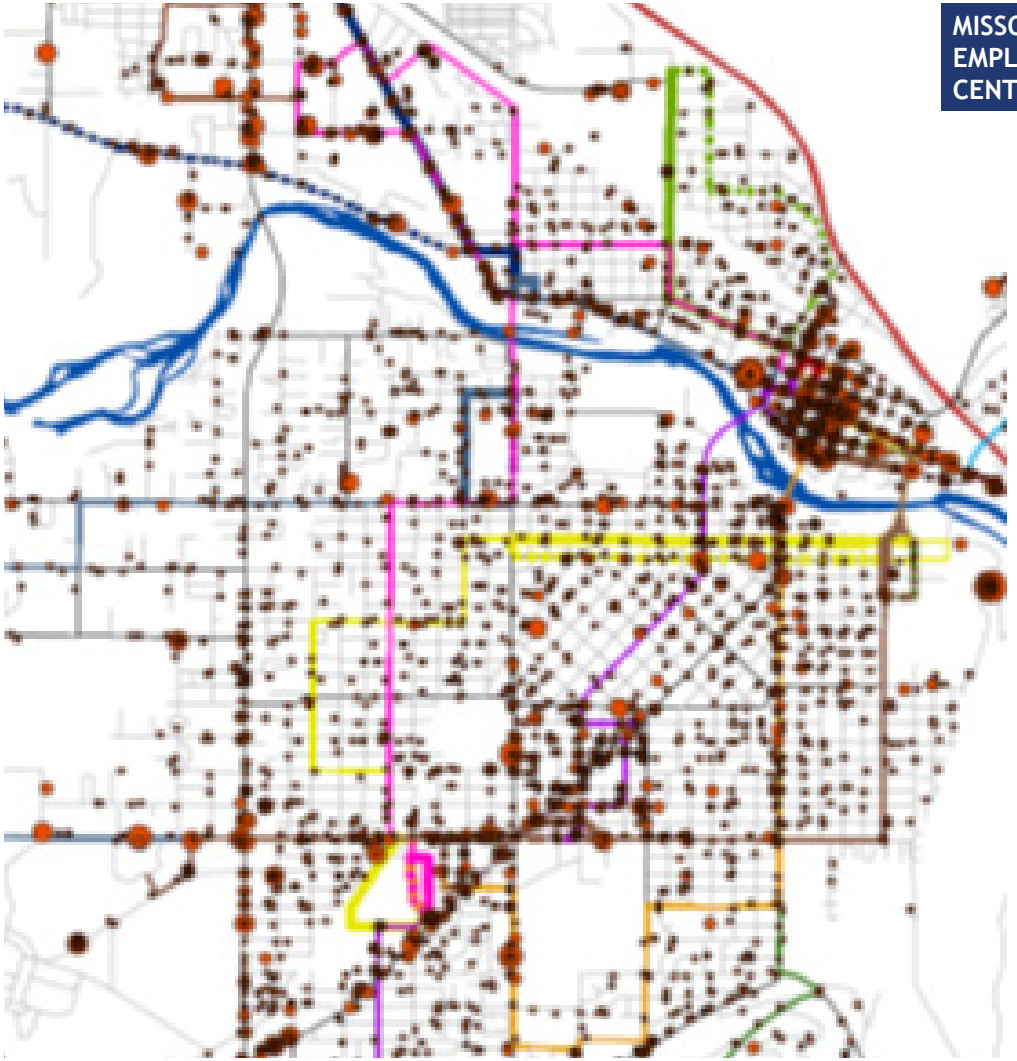
Brooks Street is an important economic corridor for Missoula. The map to the right shows that Brooks Street is a major employment center, second only to downtown.

ESRI estimates:

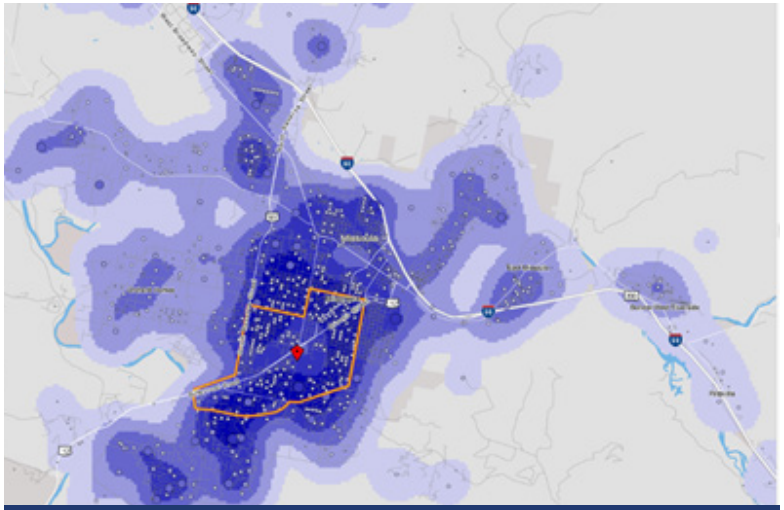
- There are 2,009 businesses in the PMA employing 17,093 persons.
- The PMA has an employee to resident ratio of 1.04:1.
- The top business types in the PMA include a mix of services, retail, professional offices and construction.
  - As classified by SIC code: services (38.1%); retail trade (21.5%); finance, insurance, real estate (14.8%); and construction (6.7%).
  - As classified by NAICS Code: retail trade (16.2%); other services (11.7%); finance & insurance (11.4%); health care and social assistance (9.1%); professional, scientific & tech services (8.6%); and construction (7.1%).

While Brooks Street is most known for its retail, it actually has a diverse business mix; including many small, independent businesses.

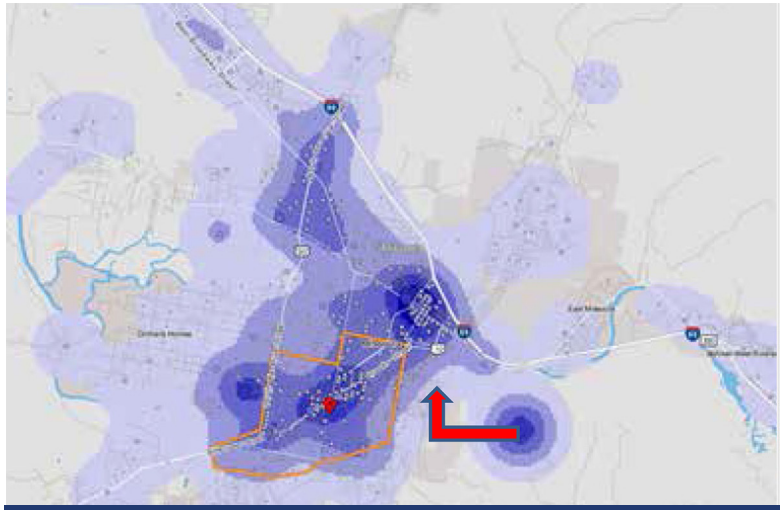
The heat map on the following page shows where those who are employed in the PMA live. The darker colors indicate where larger numbers of employees live. The majority of employees (58%) live less than 10 miles from where they work. However, there is also a significant share of employees who travel a far distance to work in the PMA. Over a quarter of employees live more than 50 miles away, signaling Missoula's ability to attract employees throughout the region.



MISSOULA, MT EMPLOYMENT CENTERS



PMA EMPLOYEES | PLACE OF RESIDENCE



PMA RESIDENT EMPLOYEES | PLACE OF WORK

RESIDENT EMPLOYEES

Resident employees are residents of the PMA who are employed either within or outside of the PMA. According to the U.S. Census On the Map application (2014 estimates):

- There are approximately 8,600 resident employees.
- Over 50% of resident employees hold a job within one of these four (NAICS) industries: health care and social assistance (17.9%); retail trade (12.6%); educational services (11.9%); and accommodation and food services (10.5%).

Commutes

- While the majority of resident employees (70%) drive to work alone, about 8% carpool, 8% bicycle, 5% walk, 5% work at home and 3% take the bus (2010-2014 estimate) .
- The Missoula Urban Transportation District plans to realign Route 7 onto Brooks Street, with high frequency service, which will likely increase bus ridership for resident employees.
- Missoula's bus system, Mountain Line, initiated a three-year Zero-Fare demonstration project in January 2015, which has set record growth in ridership. Overall, ridership has increased 40 percent since the project started .
- Of those who do not work at home, more than 80% travel less than 20 minutes to work.

The heat map above provides a visual indication of where the PMA's resident employees work. The darker colors indicate a higher number of PMA resident workers.

The areas where a large number of PMA resident employees work include: downtown Missoula, the University of Montana, the PMA in proximity to the Southgate Mall, west of Reserve Street at the Community Medical Center and to a slightly lesser extent commercial establishments along North Reserve Street.

RETAIL LEAKAGE

Within the PMA, ESRI identifies retail demand and supply, and resulting retail leakage or surplus. Overall, the PMA is a net supplier of retail trade and food & drink, with a surplus of $572 million. The large majority of retail categories indicates surplus, most notably department stores, motor vehicle and parts dealers, sporting goods/hobby/book/music stores, grocery retail, clothing and accessories, and food services and drinking places. Surplus in the PMA is not surprising given the area's big box retail and the Southgate Mall, which are draws throughout

the City and region. As the largest city in the region and a popular destination for visitors, Missoula as a whole is a net supplier of retail, food and drink, with over $1 billion in surplus.

A few retail categories showed modest leakage in the PMA. The most notable leakage was in general merchandise stores; retailers that sell a variety of products, such as Target. Where there is leakage, businesses are likely to be able to attract customers who would have to travel further to meet their demand for the product or service offered.

- General merchandise stores - $8.2 million
- Beer, wine and liquor stores - $1.6 million
- Other motor vehicle dealers - $1.4 million
- Direct selling establishments - $585,000
- Lawn & garden equip & supply stores - $390,900

ESRI's report of net surplus for the PMA does not necessarily mean there is no additional demand. Residents in proximity to Brooks Street have expressed a desire for the street to be less of a barrier and better integrated with nearby neighborhoods. There is an opportunity for Brooks Street to attract retailers that better serve the nearby neighborhood residents, including students at Missoula College who have limited on-campus amenities; however this may change after Missoula College moves.

HOUSEHOLD RETAIL SPENDING

ESRI's Market Potential Index (MPI) measures "the relative likelihood of the adults or households in a trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average."

Among many categories the PMA's spending potential is similar to the national average. Where PMA households stand out is their propensity for online purchasing and use of services. PMA households have an MPI of 125 or greater for the following:

- Purchased most recent computer online – 125
- Watched a movie online in the last 30 days – 159
- Did banking on a mobile device in the last 12 months – 141
- Read any digital newspaper in the last 30 days – 128

With modest incomes, PMA households tend to be more conservative with their spending. They have lower than average monthly credit card expenditures, are unlikely to gamble, take expensive domestic vacations or have recently purchased a new vehicle or expensive home computer.

ESRI's spending potential index measures the amount spent in the area relative to the national average of 100. The PMA's spending potential index is below the national average (high 60s/low 70s) for apparel and services, entertainment and recreation, food away from home, household furnishings, personal care products, and shelter.

PSYCHOGRAPHICS

ESRI psychographic profiles highlight the nuances and particularities of distinct consumer spending habits and preferences. The top psychographic types in the PMA are:

College Towns (38.4%)

This group is comprised of residents enrolled in college as well as those who work for a college or the services that support it. Three-quarters of households are renter occupied, with a mix of student housing and local residences. The neighborhoods are generally bike and pedestrian friendly. With limited incomes, this group tends to make thrifty purchases, although with many students managing their own finances for the first time, they are prone to make impulse buys or splurge on the latest fashions. This digitally engaged group uses computers and smart phones for all aspects of life, including school, shopping, news, and entertainment. College Towns are all about new experiences with residents seeking variety and adventure in their lives.

Set to Impress (20.8%)

This group tends to live in multi-unit

apartment buildings with lower than average rents. More than half are singles in nonfamily households. Many work in food service while they are attending college and have lower incomes. These consumers value fashion, trends and personal image, but are also price sensitive and always looking for a deal. These residents value access to live music, events, and fun atmospheres.

Emerald City (17.2%)

Made up of Millennials and childless Gen Xers, Emerald City consumers tend to live in established older neighborhoods with a mix of rentals and owner occupied homes, though they are more likely to rent. Single-person and nonfamily households are the norm. Home values and average rents are higher than the U.S. average and over half of these residents are college educated and professionally employed. This consumer group tends to earn median income and is made up of tech-savvy individuals who use laptops and smartphones often. They are environmentally friendly, preferring natural and green products as well as living healthy lifestyles including exercise and organic food. This group enjoys music and art as well as new experiences and trying new things.

In Style (10.8%)

This group is comprised of professional couples and singles without children, who have higher household incomes and the time and money to focus on their homes and personal interests. The majority are home owners, who live in a mix of single-family, townhomes, and small apartment buildings in older established neighborhoods. These consumers are tech savvy and value an urban lifestyle that allows them access to arts, music, and culture.

LODGING

In a typical urban area, average hotel occupancy hovers between 65% and 70%. When the occupancy rate is below 65% little new construction is expected; conversely, when the occupancy rate is above 70% the market conditions are more likely to attract new hotel development. A market occupancy rate above 75% is considered "extraordinary". Between January 2016 and July 2016, the average occupancy rate for City of Missoula hotels was 62.8%, average daily room rate (ADR) was $94.66, and RevPAR was $59.45 ; the U.S. average hotel occupancy rate for the same time period was slightly higher at 65%, and was considered a high historic national average.

Missoula's lodging data demonstrates strong numbers for a very seasonal market. However, occupancy is below 65% which suggests the hospitality market is stable. Existing hotels along Brooks Street within the PMA are 2-star motels clustered south of Schilling. In the mid- to long-term there may be modest market opportunity for new hotels in the Brooks Street corridor if tourism grows through area investments (e.g. Fairgrounds redevelopment) and particularly if some of the older motels on Brooks are redeveloped.

ADDITIONAL RETAIL MARKETS

In addition to the PMA, there are other potential markets for the Brooks Street corridor, including: through-traffic, existing destination business customers, and college students.

THROUGH-TRAFFIC

Brooks Street is one of Missoula's primary thoroughfares that diagonally bisects Midtown from the southwest, moving traffic between the Bitterroot Valley and downtown Missoula. According to the Brooks Street Corridor Plan (2014) it serves as a major commercial corridor for local traffic.

Montana Department of Transportation (MDT) reports 2015 annual average daily traffic counts along Brooks Street ranging from approximately 12,000 to 30,000, with the heaviest volumes in proximity to the Southgate Mall.

This high traffic volume moving through Brooks Street presents both opportunities and challenges. On one hand it brings customers and exposure that is desirable for certain types of businesses, such as fast food restaurants, automotive services, motels, big box retail and other national retailers. On the other hand, the auto-oriented nature of the corridor has precluded more pedestrian friendly, neighborhood serving retail and restaurant establishments.

DESTINATION CUSTOMERS

Some establishments in and near the Brooks Street study area are themselves destinations, most notably the Southgate Mall. The mall is the largest in western Montana, offering more than 100 stores as well as dining options. Already a regional draw, new investment planned for the mall is expected to further increase its appeal. The mall is undergoing a $64 million renovation and expansion that will include new retail, dining and entertainment options. One of the marque features will be a 900-seat dine-in movie theater. The upgrades will also better connect the mall to the surrounding neighborhood by improving street connections through the mall property and adding outward facing retail and dining establishments. The upgrades are in keeping with consumer preferences toward 'experience' shopping and will keep the mall relevant moving forward.

COLLEGE STUDENTS

Although University of Missoula is located elsewhere and Missoula College is leaving the corridor, 14% of residents in the Brooks Street PMA are enrolled in college. While they are price-point sensitive, college students generally offer much stronger spending potential than their income levels suggest. Day-to-day, college students are looking for places to study, eat, grab coffee and be entertained. Brooks Street could add price-point and distinctive amenities that serve the resident college students in easy walking and biking distance.

The ability of the corridor to accommodate larger format buildings, can lend itself to certain retail entertainment options. Brooks Street is close to a number of entertainment uses including a paintball center and ice rink. Plus, Southgate Mall will soon be adding a new 900-seat dine-in movie theater. There may be opportunities for new unique entertainment venues, such as San Francisco's House of Air indoor trampoline park or Copper CO's Woodward indoor action sports training center for skating, biking and skiing. Other types of fitness centers could be a fit as well.

KEY MARKET OPPORTUNITIES

RESIDENTIAL

The Brooks Street Corridor Plan (2014) reported the portion of the corridor experiencing the most rapidly changing land use was from Reserve to Dixon, at the south end of the study area. The Plan noted that older commercial buildings and vacant areas were beginning to develop into high-intensity uses, which may eventually include residential. Missoula's future land use designations support the notion of residential, with community and neighborhood mixed use designated along the corridor from South Ave. to 14th Street. Missoula's tight housing supply, particularly for more affordable homes, is an opportunity for Brooks Street. Multi-family rental housing, and for-sale condos or townhomes could be a fit along portions of Brooks Street. The forthcoming alignment of Route 7 service on Brooks Street and 15-min headways can also encourage housing development. Trends show people are increasingly looking to live in places that allow convenient transportation options.

OFFICE

Outside of Downtown, Brooks Street is one of the major employment areas for the City of Missoula. Brooks Street may have an advantage in attracting office uses over Downtown with its ability to offer more affordable lease rates. Brooks Street offers a wide range of options from Class A to Class C, with rents ranging from $20 sq. ft. (plus triple net) to $8 sq. ft . At the lower end of the spectrum these rates are significantly more affordable than many Downtown properties, which is attractive to businesses large and small.

RETAIL

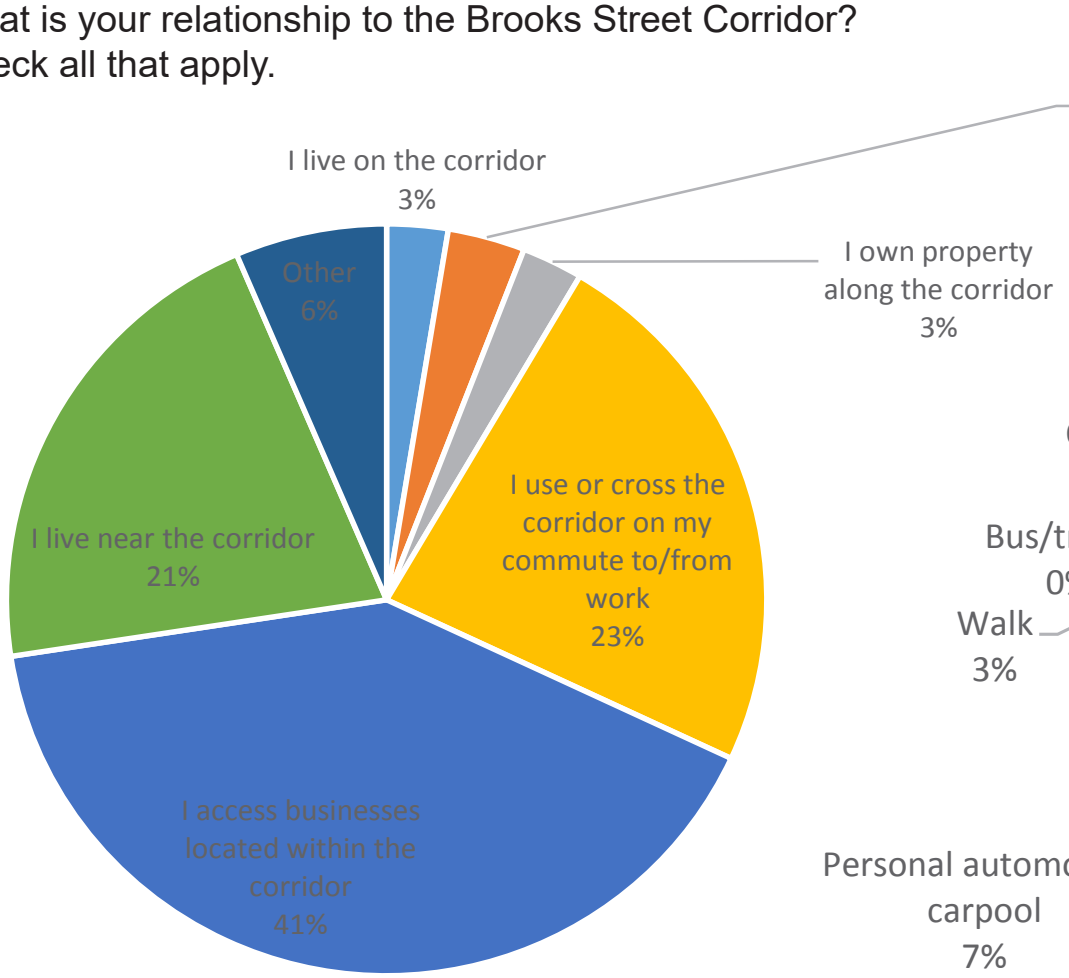
With the auto-oriented nature of Brooks Street, the market is likely to continue attracting national chains and large-format retail. With minimal leakage in the PMA, it is difficult to predict how much new retail to expect. New local, independent businesses are more likely to locate in downtown Missoula, which has been largely successful at attracting these types of businesses. Revitalization of the Southgate Mall will position it as the likely host for new retail and dining establishments in the area. There may be modest opportunity for additional retail, food and drink that better serves the neighborhoods surrounding Brooks Street. Fast, casual eateries offering a healthier alternative to fast food chains could be a good fit. In addition to brick and mortar food retail, food trucks could take advantage of underutilized parking lots and periodically convene to create a destination on Brooks Street. With the more modest spending potential in the PMA, new retail is likely to be cost-sensitive.

C. QUESTIONNAIRE RESULTS

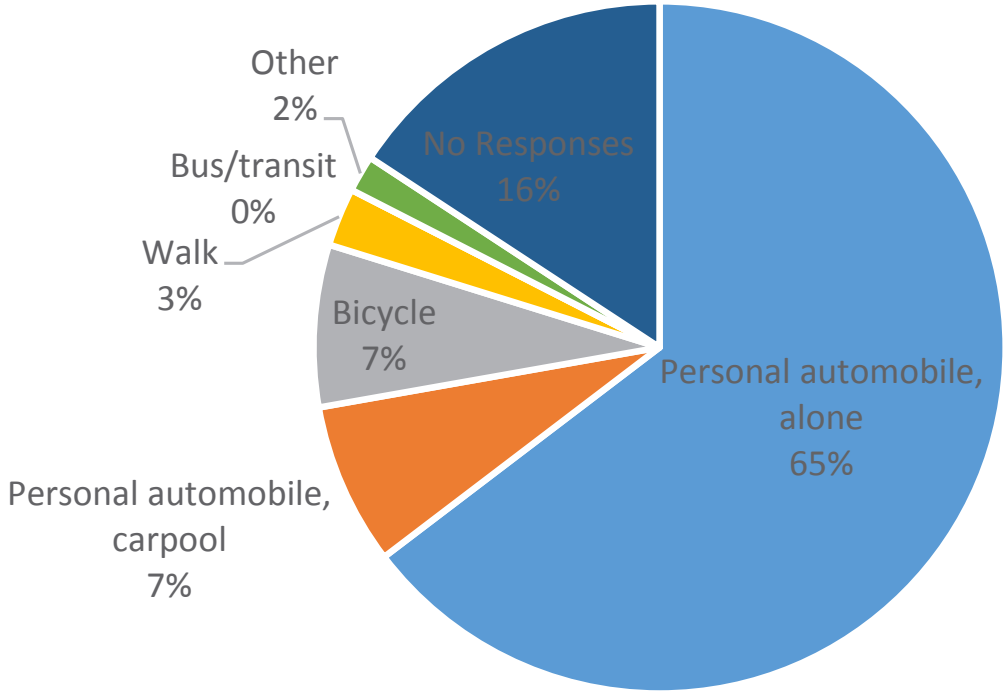
C. QUESTIONNAIRE RESULTS

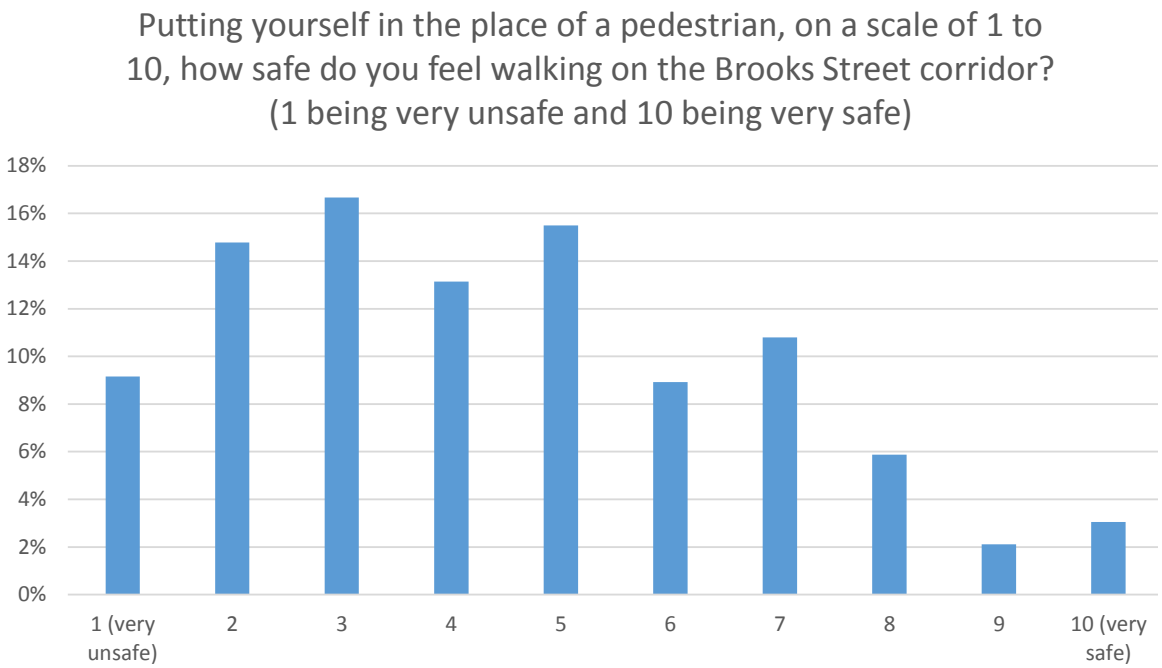
The following pages are the results of an on-line community questionnaire that was available to the public to respond to during the month of September 2016. Approximately 400 community members responded to the questionnaire. These results combined with the input during the community meetings helped shape the recommendations in the report.

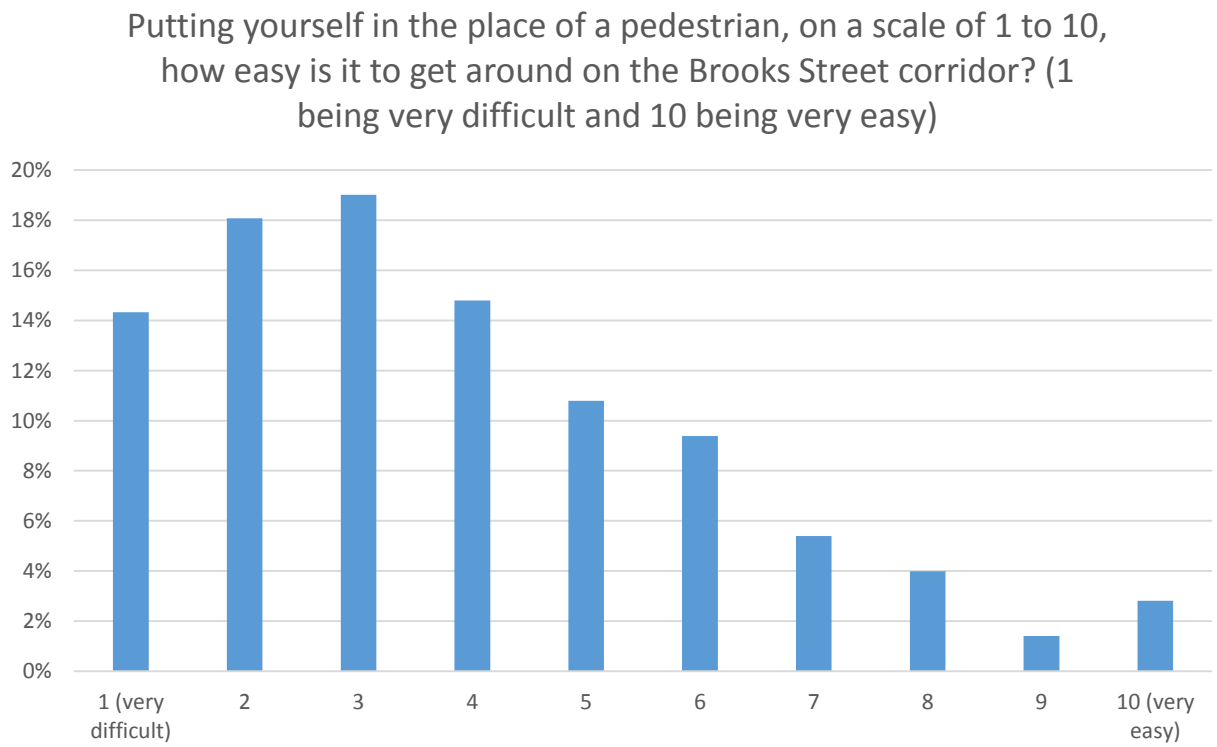
What is your relationship to the Brooks Street Corridor? Check all that apply.

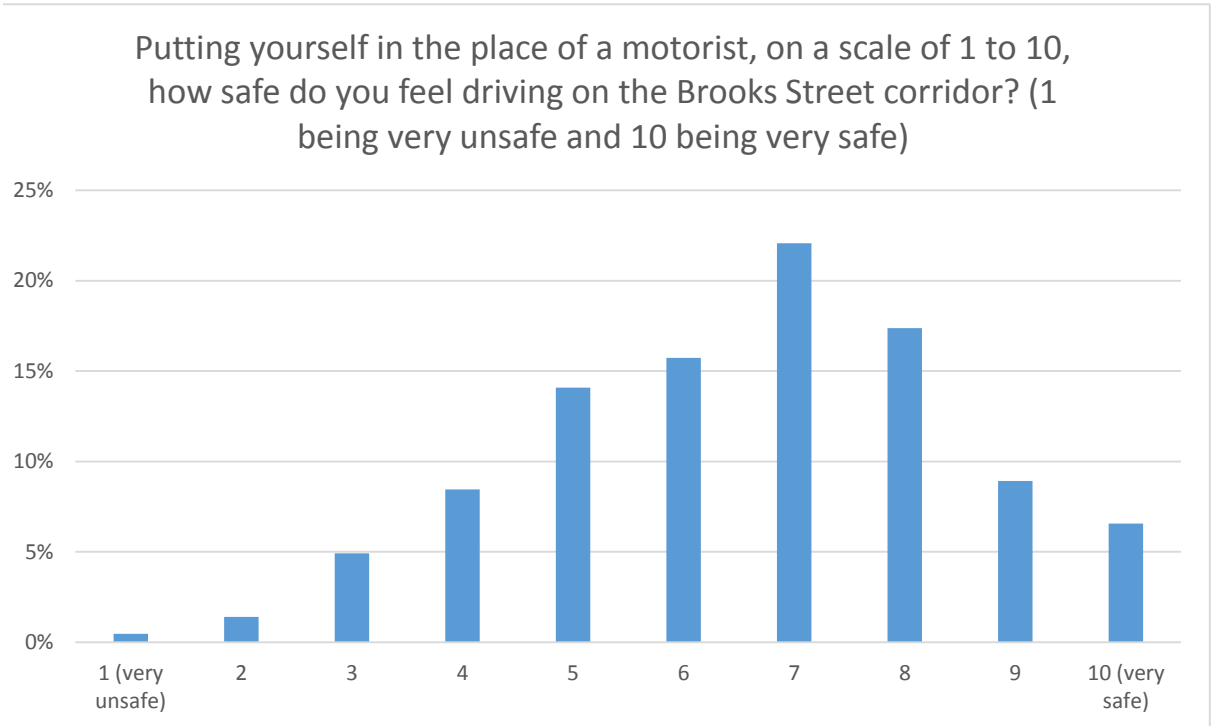


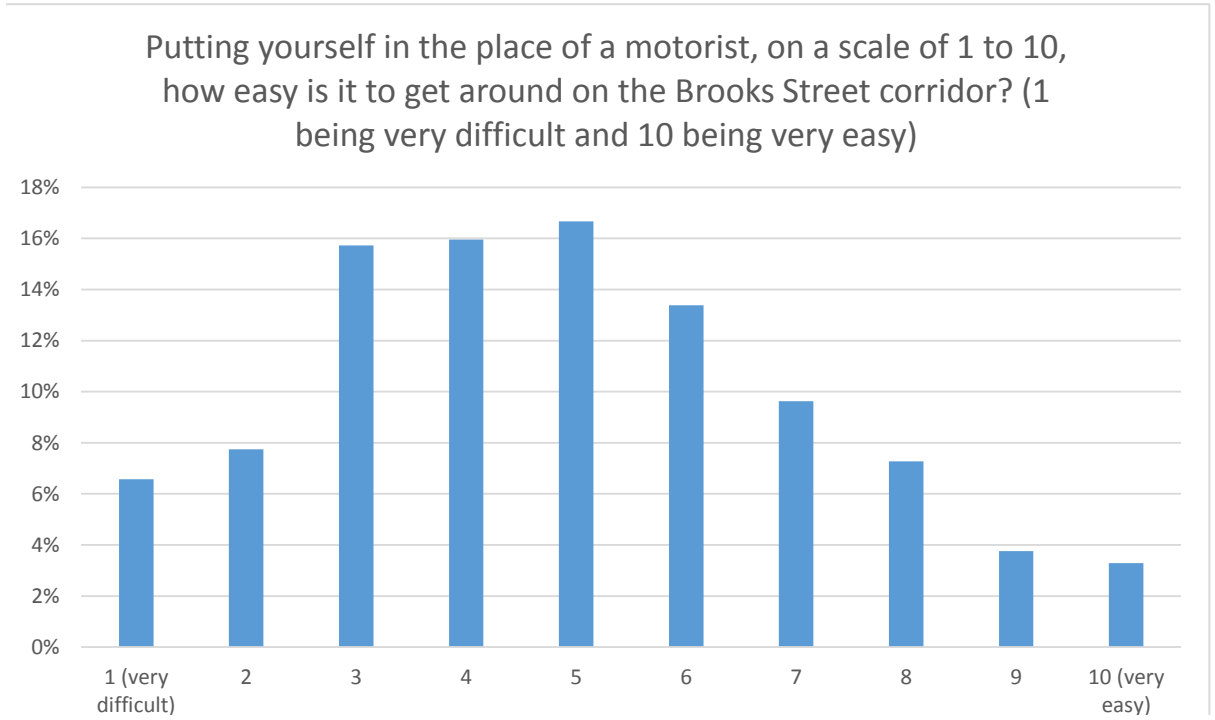
What is your main mode of travel on the Brooks Street Corridor? Select One.

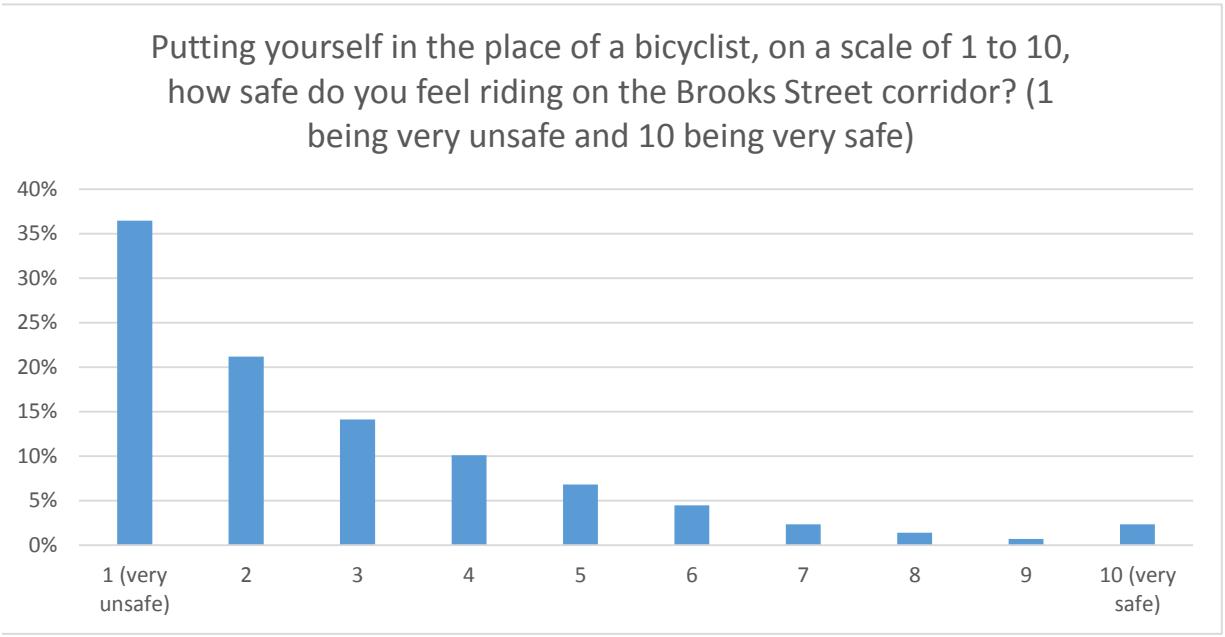


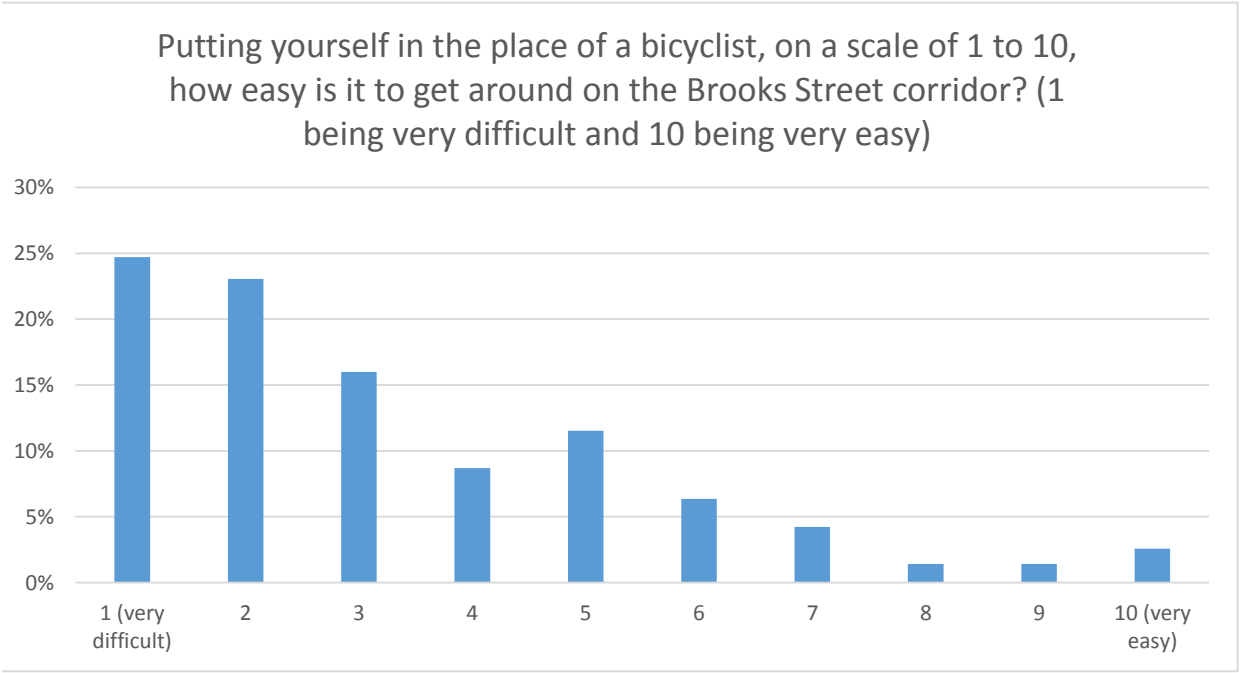

Putting yourself in the place of a pedestrian, on a scale of 1 to 10, how safe do you feel walking on the Brooks Street corridor? (1 being very unsafe and 10 being very safe)
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
1 (very unsafe)
2
3
4
5
6
7
8
9
10 (very safe)


Putting yourself in the place of a pedestrian, on a scale of 1 to 10, how easy is it to get around on the Brooks Street corridor? (1 being very difficult and 10 being very easy)
20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
1 (very difficult)
2
3
4
5
6
7
8
9
10 (very easy)

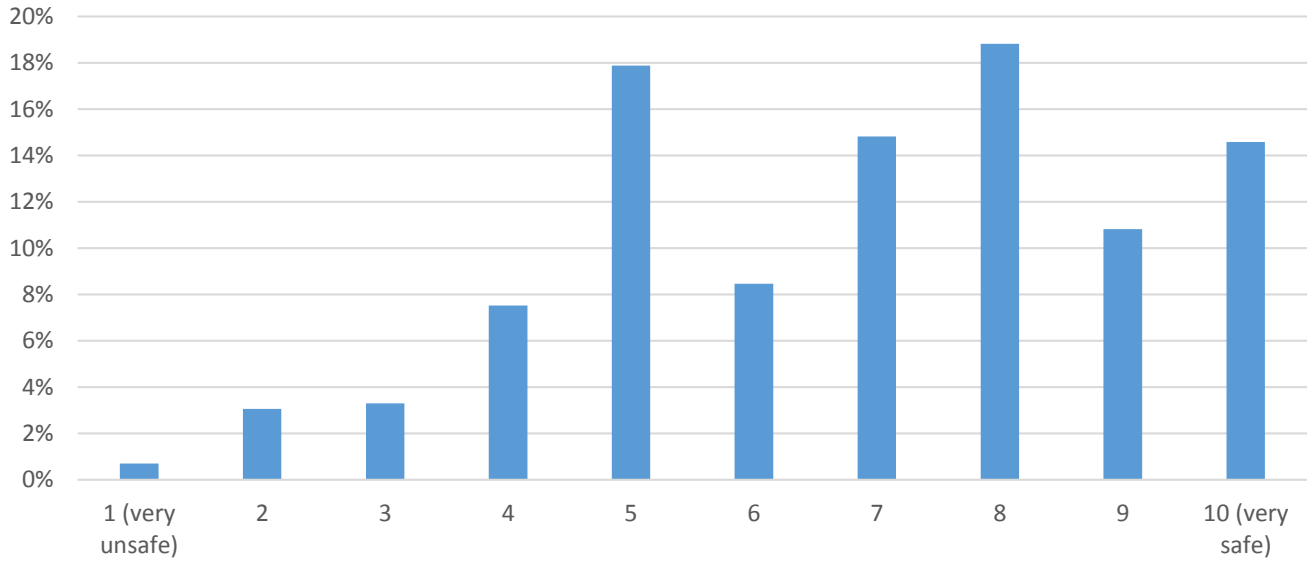

Putting yourself in the place of a motorist, on a scale of 1 to 10, how safe do you feel driving on the Brooks Street corridor? (1 being very unsafe and 10 being very safe)
25%
20%
15%
10%
5%
0%
1 (very unsafe)
2
3
4
5
6
7
8
9
10 (very safe)


Putting yourself in the place of a motorist, on a scale of 1 to 10, how easy is it to get around on the Brooks Street corridor? (1 being very difficult and 10 being very easy)
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%
1 (very difficult)
2
3
4
5
6
7
8
9
10 (very easy)

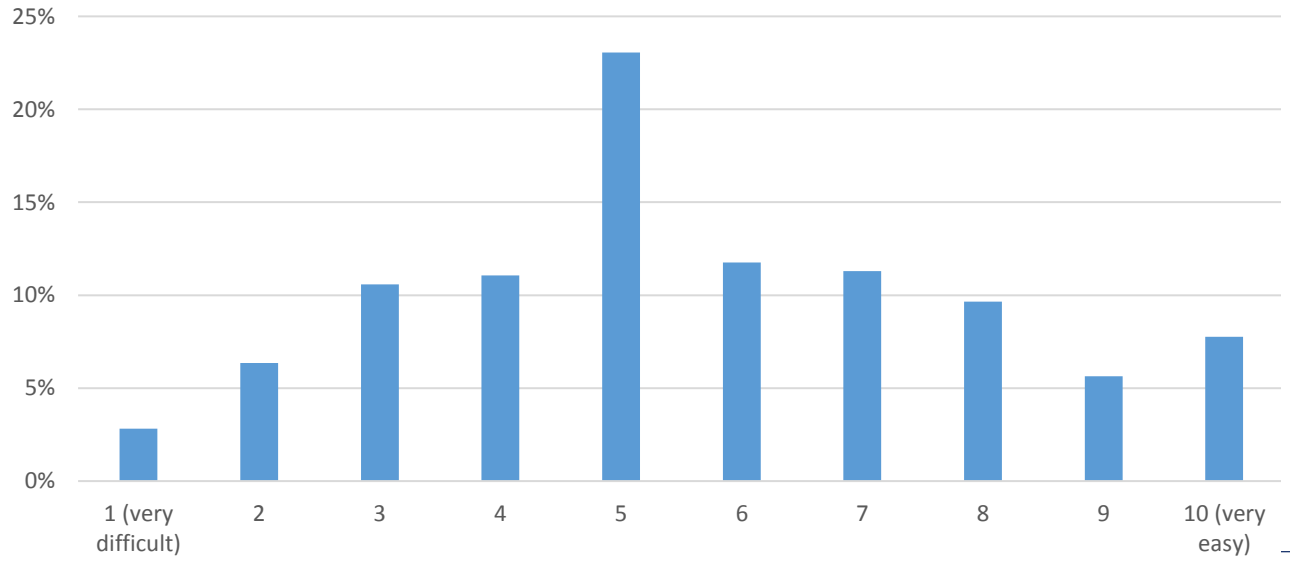

Putting yourself in the place of a bicyclist, on a scale of 1 to 10, how safe do you feel riding on the Brooks Street corridor? (1 being very unsafe and 10 being very safe)
40%
35%
30%
25%
20%
15%
10%
5%
0%
1 (very unsafe)
2
3
4
5
6
7
8
9
10 (very safe)


Putting yourself in the place of a bicyclist, on a scale of 1 to 10, how easy is it to get around on the Brooks Street corridor? (1 being very difficult and 10 being very easy)
30%
25%
20%
15%
10%
5%
0%
1 (very difficult)
2
3
4
5
6
7
8
9
10 (very easy)

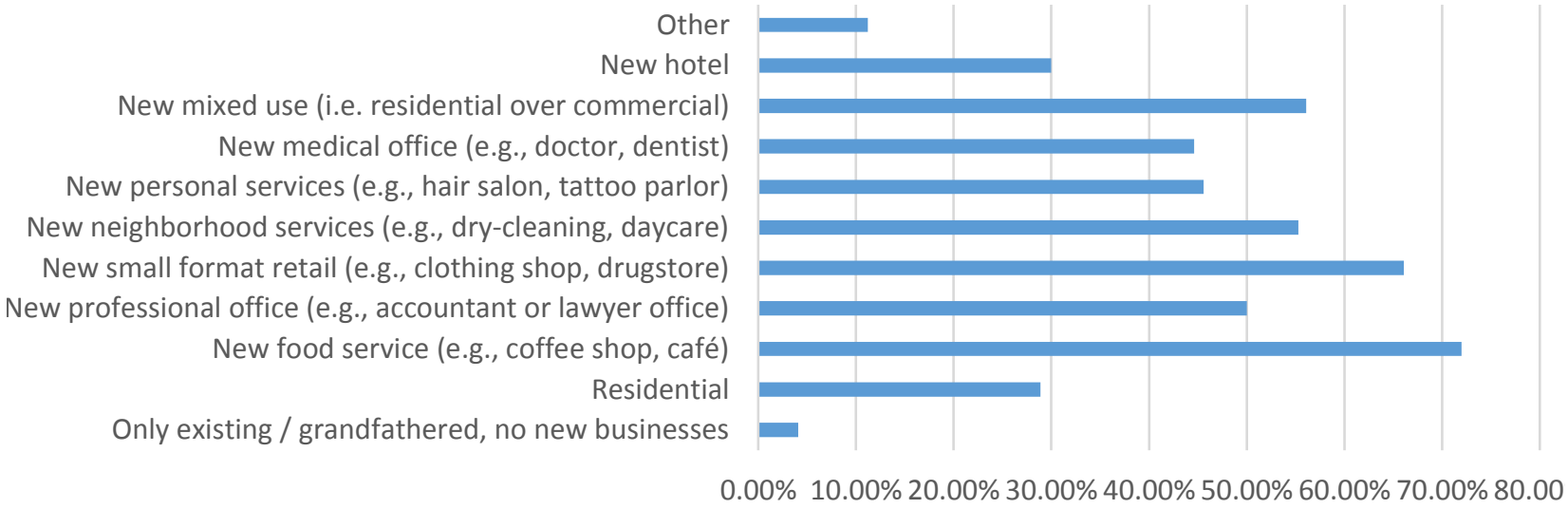
Putting yourself in the place of a transit rider, on a scale of 1 to 10, how safe do you feel taking transit on the Brooks Street corridor? (1 being very unsafe and 10 being very safe)



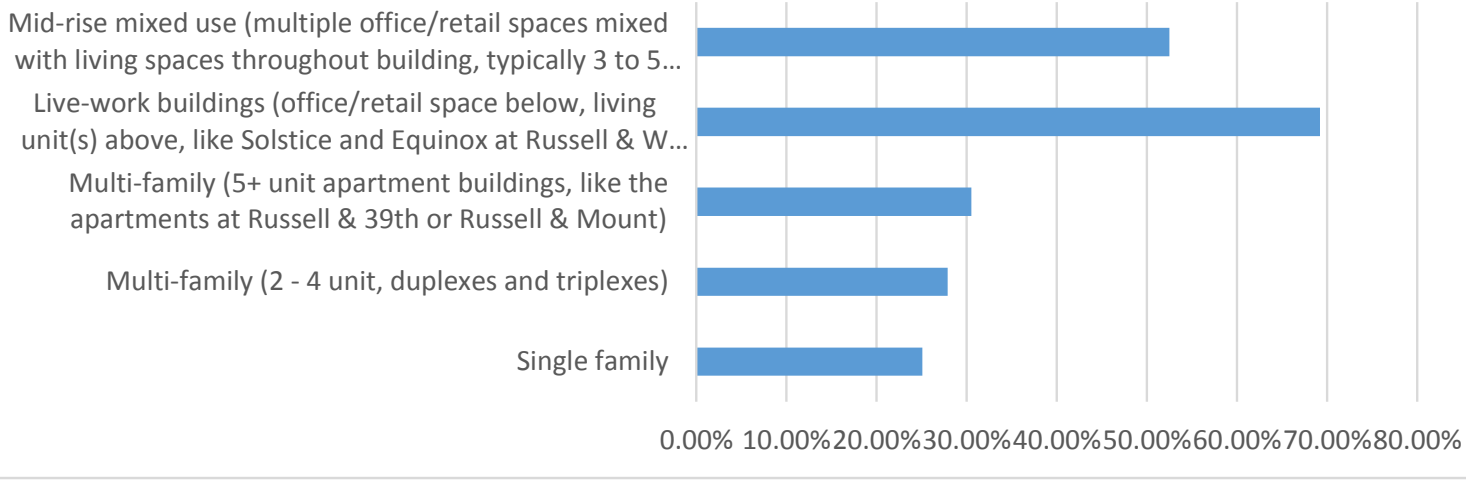
Putting yourself in the place of a transit rider, on a scale of 1 to 10, how easy is it to get around the Brooks Street corridor? (1 being very difficult and 10 being very easy)

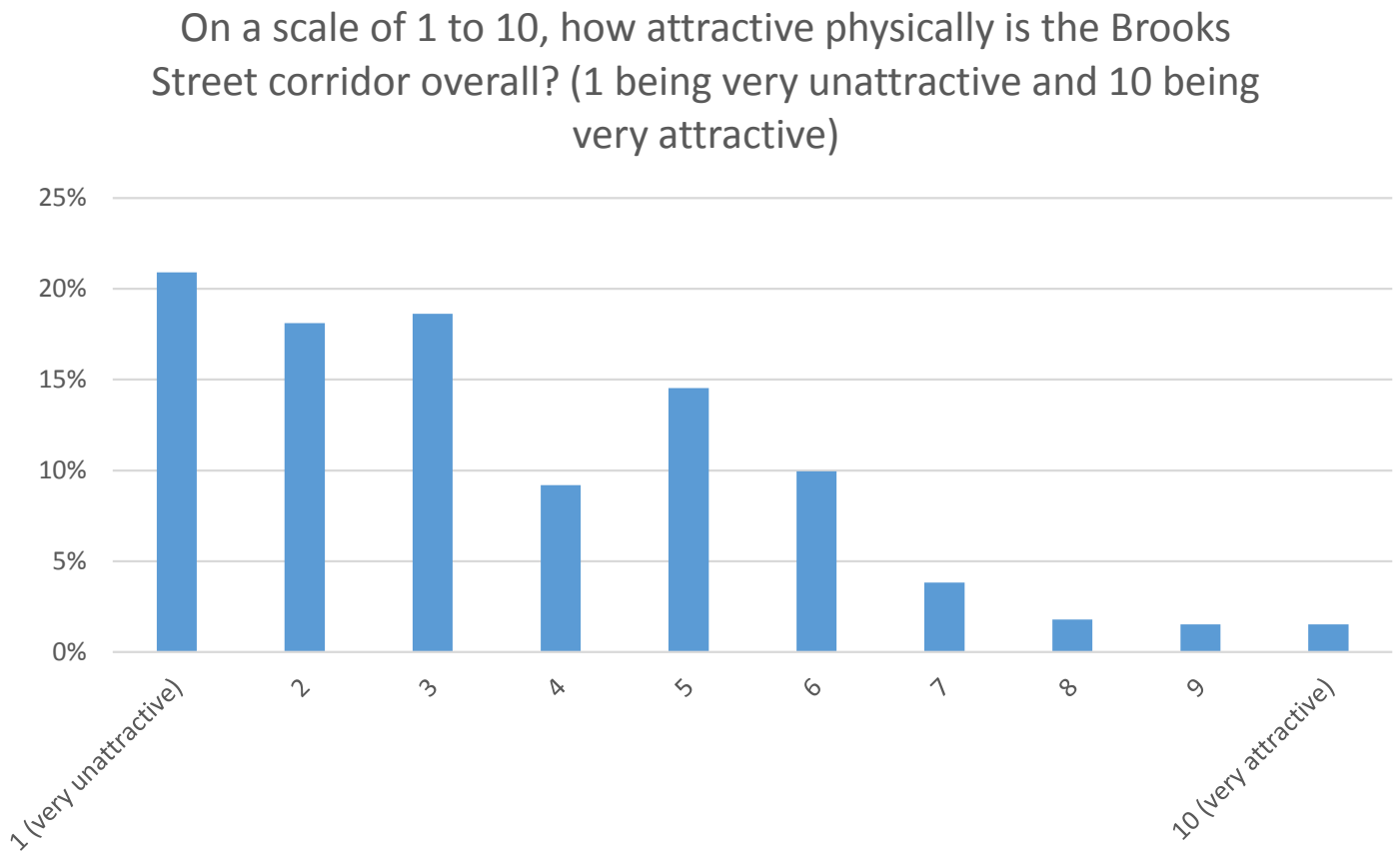


If new development were proposed along or close by the corridor, which of the following uses would be a good fit? (check all that apply)



If new housing were proposed along or near the corridor, which type of housing would be the best fit? (check all that apply)




On a scale of 1 to 10, how attractive physically is the Brooks Street corridor overall? (1 being very unattractive and 10 being very attractive)
25%
20%
15%
10%
5%
0%
1 (very unattractive)
2
3
4
5
6
7
8
9
10 (very attractive)


P.U.M.A.


MISSOULA