



MRA Board Memo Cover Sheet

Urban Renewal District: URD II

Name of the Project: Envision West Broadway Community Master Plan

Map and Project Location: See attached MRA Staff Memo

Public/Private Investment

- TIF Investment: \$40,000
- Other Investment (Big Sky Trust Fund Planning Grant): \$25,000
- Ratio of TIF to Other Investment: 1:0.625

Project Description: Comprehensive master plan for the approximately 15-acre site on the western edge of Missoula's downtown, bounded by N. California Street, West Broadway Street, Russell Street, and the Clark Fork River, arrived at through a robust public master planning process.

Cost Breakdown of TIF Funds:

The \$40,000 in TIF funds were used to partially cover the fee for the urban planning consultant, Dover Kohl and Partners (DKP), who led the planning effort and developed the master plan

Estimated New Property Taxes from Development: TBD

Public Purpose and City of Missoula 2020–2023 Strategic Goals: The City of Missoula's 2020–2023 Strategic Plan outlines a number of goals with regard to Safety and Wellness; Community Design and Livability; Environmental Quality; and Economic Health. The robust public planning process for the Envision West Broadway Community Master Plan has identified the community's priorities for the area, in line with the City's strategic goals.

The West Broadway plan will give potential investors the predictability necessary to commit funds to redevelop according to the plan's identified priorities which include: new housing, including a reasonable amount of affordable housing; safe crossings on West Broadway; local-serving commercial, retail, and employment establishments; public open space; and environmental sustainability.

Because the planning area is located in an urban renewal district (URD II) and the City owns a substantial amount of property within the plan area, the City is poised to lead development, particularly new infrastructure such as streets, sidewalks, the long green and other public open spaces, and safety improvements on West Broadway. The City also is in a position to enter into strategic partnerships and agreements with private developers to influence the type of development that occurs.



MEMORANDUM

TO: MRA Board

ARM

Project Manager/Redevelopment Specialist

DATE: November 10, 2021

SUBJECT: **Envision West Broadway Community Master Plan (URD II) – Request to Adopt the Plan**

At its August 18, 2020 meeting, the MRA Board committed up to \$65,000 to undertake a comprehensive public master planning process for the West Broadway area. Subsequent to that meeting, the Downtown Business Improvement District of Missoula (BID), in coordination with the Missoula Economic Partnership (MEP), received a \$25,000 planning grant from the Big Sky Trust Fund to be applied to the cost of the West Broadway planning effort, reducing MRA's commitment to \$40,000.

Background

The West Broadway master plan grew out of the 2019 Downtown Missoula Master Plan update. The West Broadway plan area – between West Broadway Street, N. California Street, Russell Street, and the Clark Fork River – was identified as a gateway area in the Downtown plan. The Downtown plan also included some broad concepts for the West Broadway area that included infill development and trail and park connections, but the concepts were not very detailed.

Since completion of the Downtown plan, several events have occurred that have elevated the importance of a more detailed plan for the West Broadway area. The south side of the Russell/West Broadway Street intersection was completed; the City purchased the Sleepy Inn and two other small properties in the area; and a strategy was put in place to move the City-owned Missoula Water facilities to another location. The area's location within Missoula's single Opportunity Zone also contributed to the importance of a detailed plan for the area.

Dover Kohl & Partners (DKP) was the lead consultant for the Downtown plan update, and still under contract with the BID for additional planning efforts including the North Riverside Parks and Trails master plan and the Payne/Library block. MRA and BID agreed to further amend DKP's contract to include the West Broadway planning effort.

Community Planning Process

The *Envision West Broadway Community Master Plan* has been developed through a robust public engagement process. Two websites – a project-specific site designed by DKP and the City’s Engage Missoula site – were used to disseminate and collect information. DKP also worked with the planning team to create a sophisticated process to facilitate virtual meetings and solicit comprehensive input from a broad scope of stakeholders. A steering committee of city representatives, neighborhood residents, and business/property owners advised and guided the planning process.

A five-day virtual community-wide design charrette was conducted at the outset of the planning process. Three in-person forums also were conducted during the charrette week, including one at the Poverello Center. Community members were encouraged to provide input through the websites, questionnaires, and/or through direct communication with members of the planning team.

An initial draft of the plan was released to the steering committee in June and refined over the summer. The initial draft was released for public review in early September, and a public input session was facilitated on October 7. The draft was revised to incorporate community input, and a final draft was released for public review in early November. A final public input session was facilitated on November 9.

Information about public input sessions and how to provide input was distributed through social media, email blasts, hard-copy posters, press releases, meeting announcements, and word of mouth. Printed copies of both drafts were located at the Missoula Public Library, Lowell School, and the North Missoula Community Development Corporation (NMCDC) for community members without ready access to computers.

Because the West Broadway plan area is part of the Northside/Westside Neighborhood – a vibrant, dynamic, diverse neighborhood – the planning team coordinated with the neighborhood advocacy group Community Rising through Equity and Well-being (CREW) to enhance neighborhood engagement, including a neighborhood survey that was distributed door-to-door in some locations.

Plan Synopsis

The following five big ideas emerged out of the community input to form the key recommendations of the plan:

1. Build the next great Missoula Neighborhood Center;
2. Be a good neighbor and respect local businesses currently on site;
3. Connect to the river and complete the path system;
4. Help solve housing and commercial space affordability issues; and
5. Create a unique entry experience to urban Missoula.

The plan recommends creating a compact (approximately 30 units/acre), mixed-use Neighborhood Center for the Westside Neighborhood that engages the Clark Fork River and connects to the greater downtown shared-use path system. The new Neighborhood Center fabric is designed to achieve a high degree of walkability and encompass principles of a complete neighborhood, including:

- a new main street associated with a “long green” outdoor public space;
- integrated network of walkable streets, with buildings positioned along “build-to” lines;
- enhanced waterfront trail and public open space along the river;
- 20,000 to 30,000 square feet of leasable space for retail and restaurant uses – between 8 and 15 shops, stores and cafes;
- 10,000 to 15,000 square feet of leasable office space – between 4 and 8 workplaces and community spaces;
- 100 to 130 market-rate townhomes and apartments;
- 50 to 70 affordable housing units;
- 140 to 160 surface parking spaces;
- using green building standards and ratings systems such as LEED and SITES to integrate green infrastructure into all aspects of the new development;
- a “signature” building and other enhancements at the southeast corner of the West Broadway/Russell Street intersection to signal a transition into Missoula’s urban core;
- West Broadway Street enhancements, including new pedestrian crossing in the vicinity of Burns Street and a roundabout at the West Broadway/Toole/N. California Street intersection.

A complete copy of the plan is available at either www.envisionwestbroadway.com or www.engagemissoula.com/west-broadway-corridor-master-plan

Public Purpose and City of Missoula 2020 - 2023 Strategic Goals

The City of Missoula’s 2020-2023 Strategic Plan outlines a number of goals with regard to Safety and Wellness; Community Design and Livability; Environmental Quality; and Economic Health. The robust public planning process for the Envision West Broadway Community Master Plan has identified the community’s priorities for the area, in line with the City’s strategic goals.

The West Broadway plan will give potential investors the predictability necessary to commit funds to redevelop according to the plan’s identified priorities which include: new housing, including a reasonable amount of affordable housing; safe crossings on West Broadway; local-

serving commercial, retail, and employment establishments; public open space; and environmental sustainability.

Because the planning area is located in an urban renewal district (URD II) and the City owns a substantial amount of property within the plan area, the City is poised to lead development, particularly new infrastructure such as streets, sidewalks, the long green and other public open spaces, and safety improvements on West Broadway. The City also is in a position to enter into strategic partnerships and agreements with private developers to influence the type of development that occurs.

RECOMMENDATION: Staff recommends that the MRA Board adopt the Envision West Broadway Community Master Plan in its final form, and direct staff to forward that action to City Council prior to the public hearing scheduled for December 6, 2021



Cooper St

N Russell St

Byron St

Burns St

Gowper St

Bulwer St

Liberty Ln

West Broadway Street

90

Toole Ave

Sleepy Inn

Missoula Water

Hilside St

N Russell St

Blue Ribbon Auto

Cedar St

N California Street

Western Cider

N California St

Ron's River Trail

Clark Fork River

Downtown Lions Park



West Broadway Master Plan Location Plan

Google Earth

ILLUSTRATIVE PLAN

The illustrative plan depicts the potential future build-out of the West Broadway area

THE PLAN

The plan for the West Broadway Area addresses the current needs of the area, while planning big for the future. The illustrative plan shows how this area might develop over the next decade by depicting the proposed streets, buildings, alleys, parking locations, and open spaces of a full future build-out of this area. Understanding that complete change will not happen overnight, the plan is designed to be implemented one piece at a time, as opportunities arise. Although some plan details may change over time to meet physical, regulatory, or market constraints, the main concepts contained in the illustrative plan should be adhered to.

PLAN DETAILS

- 1 New focal building at the corner of West Broadway Street and Russell Street creates a new gateway into the downtown.
- 2 Street-oriented buildings on the north side of West Broadway Street help to define the gateway intersection and connect the neighborhood down to the river.
- 3 Intersection of Russell Street and West Broadway has zebra striped or decorative high contrast sidewalks to make crossing on foot easier.
- 4 West Broadway and the intersection with California Street and Toole Avenue is redesigned to ensure that pedestrians and cyclists have safe access to the area and the ability to cross West Broadway safely.
- 5 A newly-named main street with a wide green connects West Broadway to Cedar Street and is fronted with street-oriented buildings.
- 6 The green is continued to connect new development to the Clark Fork River. Explore options to transform the Flynn Lowney Ditch into more usable park space, including community gardens.

- 7 Shared-use paths are extended from Downtown Lions Park and the pedestrian bridge
- 8 Commercial and residential buildings face the street while centralized, shared parking is located mid-block.
- 9 Light industrial uses are supported within the West Broadway area.
- 10 High-quality bus stops with shelters are located along West Broadway Street, part of a mobility hub and making transit a convenient option.

- 11 In the long-term, privately-owned parcels may transition into mixed-use buildings, depending on the property owner's individual needs and goals. Explore options to include what is now the Flynn Lowney Ditch in redevelopments that include affordable housing.

- Existing Building
- Proposed Buildings
- Parking
- Open Space
- Trails & Plazas
- Curbless Street



A TOUR OF THE PLAN

A walkable Neighborhood Center for the Westside Neighborhood

The plan for the West Broadway Area envisions a neighborhood center for Missoula’s Westside Neighborhood that engages the Clark Fork River and connects to the greater Downtown shared-use path system. The neighborhood center fabric, as shown, is designed to achieve a high degree of walkability and encompasses the principles of a complete neighborhood.

The plan envisions the neighborhood to be compact, at 30 units to the acre. Density along with artful design can create complete, compact, walkable mixed-use places.

NEIGHBORHOODS ARE

- **COMPACT:** As dense as parking will allow to not waste land
- **WALKABLE:** 5 minute walk from edge to center and all the streets are pedestrian friendly
- **DIVERSE:** Shopping, workplaces, housing for all ages and incomes
- **CONNECTED:** Integrated into the street and trail network

2 BUILDINGS

Buildings should be positioned along “build-to-lines” requiring short setbacks or zero setbacks from the edge of the right-of-way or sidewalk to create a space enclosed with building fronts and to create a continuous, interesting street wall.

Building heights should be comparable with their surroundings at four to five stories.

Building attachments like awnings, galleries, colonnades, or arcades should provide shade.

Small tower elements or other special architectural features should be created for a memorable view at the end of streets.

3 ARRIVING TO MISSOULA

For those arriving to Downtown Missoula from the west, this area will be a welcoming experience, indicating that they have arrived somewhere special. More important than the building itself, this new focal building on the site of the former Sleepy Inn Motel, is the precedent it will establish for mixed-income housing and community-serving non-residential uses. As a city-owned property, this building should contain a portion of the site’s permanently affordable housing.

1 INTEGRATED NETWORK OF WALKABLE STREETS

The plan integrates new streets and shared-use paths into the city’s larger street and shared-use path networks. The site is comprised of four blocks roughly 200 feet by 500 feet, forming a walkable network of streets. This size results in blocks that are compact and comfortable to walk around. The heart of the neighborhood center fabric is a new neighborhood square, a “green outdoor living room” for the community. It is large enough to be useful for a wide range of community gathering functions.

A network of streets allows pedestrians, cyclists, and motorists to move safely and comfortably throughout the area. The plan sizes the blocks such that a structured parking garage lined with buildings can fit within one of the blocks if needed to meet parking demand.

Streets in this area should be designed to be walkable first while also serving cars, deliveries, and emergency vehicles. They should be open to the public, have slow travel speeds, coupled with features such as narrow curb-to-curb street sections, street trees, on-street parking, architecture close to the street edge, and tight radii at the street corners (where possible), working together to create highly walkable environments. The street design must also accommodate the needs of existing businesses and still provide for access and deliveries.

