

## EXECUTIVE SUMMARY

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| <b>Agenda item:</b>  | 2021.11.10_Staff Report_Council.docx |
| <b>Report Date:</b>  | 11/10/2021                           |
| <b>Project Lead:</b> | Annette Marchesseault                |

### Public Meetings & Hearings

|                                                                               |                                                                                          |
|-------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| <b>Planning Board (PB) hearing:</b>                                           | 11/16/2021                                                                               |
| <b>Planning Board and City Council public hearing legal ad:</b>               | Published in the Missoulian on Wednesday, November 3, 2021 and Sunday, November 10, 2021 |
| <b>City Council Land Use and Planning Committee</b>                           | 11/17/2021                                                                               |
| <b>City Council Public Hearing</b>                                            | 12/6/2021                                                                                |
| <b>City Council Land Use and Planning Committee – post hearing discussion</b> | 12/8/2021                                                                                |
| <b>City Council Final consideration</b>                                       | 12/13/2021                                                                               |

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| <b>Applicant:</b>    | This is an MRA-initiated Request                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Notification:</b> | <ul style="list-style-type: none"> <li>• Information regularly posted on two (2) project websites: <ul style="list-style-type: none"> <li>◦ <a href="http://www.envisionwestbroadway.com">www.envisionwestbroadway.com</a></li> <li>◦ <a href="https://www.engagemissoula.com/admin/projects/west-broadway-corridor-master-plan">https://www.engagemissoula.com/admin/projects/west-broadway-corridor-master-plan</a></li> </ul> </li> <li>• Printed copies of initial and final drafts located at the Missoula Public Library, Lowell School, and North Missoula Community Development Corporation (NMCDC)</li> <li>• Regular Steering Committee meetings</li> <li>• Coordination with CREW neighborhood advocacy group, who knocked on doors and distributed a neighborhood survey specific to this planning process</li> <li>• Five-day (5-day) virtual public charrette April 5 – 9, 2021</li> <li>• Three (3) in-person, outdoor open houses on April 7, 2021</li> <li>• Virtual public Input sessions on October 7, 2021 and November 9, 2021</li> <li>• E-mail and social media announcements in advance of the public charrette and each of the virtual public input sessions</li> <li>• Informational booth at the Westside-Northside Block Party</li> <li>• Two (2) Legal ads in the Missoulian</li> </ul> |

## RECOMMENDED MOTION

**BE IT RESOLVED THAT** the Missoula City Council adopts the Envision West Broadway Community Master Plan as an amendment to the 2019 Downtown Missoula Master Plan, which is an amendment to the 2035 Our Missoula City Growth Policy.

## I. PROPOSAL SUMMARY

Please see attached staff memo to MRA Board

## II. BACKGROUND

Please see attached staff memo to MRA Board

### III. AGENCY AND PUBLIC COMMENT

The Missoula Consolidated Planning Board, the Missoula Redevelopment Agency (MRA) Board, and the Downtown Missoula Business Improvement District (BID) Board, are being asked to adopt the Envision West Broadway Master Plan. In addition to public comment opportunities throughout the planning process, there will be opportunities for public comment at the Planning Board Public Hearing 11/16/2021; BID Board Meeting 11/16/2021; MRA Board Meeting 11/18/2021; and Missoula Neighborhood Forum 11/18/2021.

### IV. REVIEW CRITERIA & CONSIDERATIONS

Neighborhood plans should, first and foremost, further the goals of the Growth Policy but focus on specific issues and ideas to preserve and improve neighborhoods. Neighborhood plans allow for refinement of the goals, objectives and actions in the Growth Policy. (from page 114 GP)

A proposal to adopt a Neighborhood Plan or amend a growth policy does not have statutory review criteria or standards as you find with zoning or subdivision proposals. The only statutory requirement is that they are “consistent” with the Growth Policy. The City’s Growth Policy has some additional considerations for neighborhood plans amendments. The purpose of the following review is to provide a basis for the governing body’s determination of whether the proposal is consistent with the City’s Growth Policy and provides refinement of policy for this particular area.

Growth Policy Amendment: Establish the Envision West Broadway Community Master Plan as an amendment to the Downtown Missoula Master Plan, which is an amendment to the Our Missoula Growth Policy.

#### **Relationship to the City Growth Policy and Downtown Master Plan:**

The West Broadway planning area is strategically located to meet many City goals.

- It is less than one mile from the heart of downtown.
- It has direct connection to major shared-use paths.
- It is near the intersection of two key City streets – West Broadway and Russell Streets – both of which are served by Mountain Line transit.
- It is located on the Clark Fork River, with an opportunity to “front” and engage the river.
- It provides the opportunity for in infill development.
- It is located in an Urban Renewal District and an Opportunity Zone, which will help guide development.
- There is public ownership of several key parcels in the planning area.

#### **Review Criteria**

##### ***The plan must be modified to fit the Neighborhood Plan Template.***

The plan fits the Neighborhood Plan Template: The Envision West Broadway Community Master Plan is an opportunity to foster the next great Missoula neighborhood center near downtown and neighborhoods that would benefit from enhanced opportunities. The vision for the area is outlined through five major themes (the “Big Ideas”) with associated assets, issues and opportunities described for each theme. The final chapter is dedicated to implementation strategies.

##### ***The plan will not address changes to land use, however, the plan may continue to provide greater detail that guides and remains consistent with the Future Land Use Map that is a part of the City Growth Policy.***

The Envision West Broadway Master Plan encourages mixed use development which reinforces the “node” and community center concept as desired in the City Growth Policy. It provides greater detail through the use of illustrative concept mapping. It does not specifically change land uses, but it does recommend review and update of zoning and land use regulations as necessary to allow and encourage the desired redevelopment.

##### ***The plan must address the Residential Allocation associated with the area.***

“Residential Allocation” has been replaced by the concept of Suitability in the Our Missoula Development Guide (OMDG), which suggests development occur in close proximity to infrastructure and services to allow a walkable community and to address sustainability as described in the Growth Policy. The Envision West Broadway Master

Plan and associated land use designation creates a path toward a high level of suitability as defined in the OMDG planning document.

***The plan shall address sustainability measures.***

The Envision West Broadway Master Plan addresses sustainability measures in Chapter 3, Big Idea 3: Connect to the River and Complete the Path System. Sustainability is directly addressed through multi-use, compact development with an emphasis on transit and walkability. The plan also recommends incorporating low-impact, or “green,” infrastructure into all aspects of the new development, such as building to LEED and SITES building standards and rating systems. This includes recommendations for rooftop photo-voltaic panels, green roofs, stormwater retention and infiltration that also supports nature areas, electric vehicle charging stations, and recycling receptacles.

## **V. ATTACHMENTS:**

- A. A copy of the final draft of the master plan with video presentations from DKP can be accessed at: [www.envisionwestbroadway.com](http://www.envisionwestbroadway.com) or at <https://www.engagemissoula.com/west-broadway-corridor-master-plan>
- B. Attachment 1: Staff Memo to MRA Board
- C. Attachment 2: Resolution of Intent