



North MRL Triangle **Redevelopment Plan**

MRA Board Update

Thursday, July 17, 2025



Presentation Overview

AGENDA

Overview (15 minutes)

- Project Timeline
- Where We've Been (Discovery Phase)
- Where We Are (Draft Plan Phase)
- Where We're Headed (Final Plan Phase)

Feedback (20 minutes +/-)

- Are we heading in the right direction with the plan?
- How does the Board view MRA's future role in a project of this nature?
- What is the partnering process?



North Ave W

STUDY AREA

S Johnson St

**MRL
Park**

Bitterroot Trail

S Garfield St

**McLeod
Park**

South Ave W

Project Timeline

2025 January - September Public Engagement Process & Redevelopment Plan

DISCOVERY

Site analysis, site-specific market survey, and affordable housing analysis is underway.

DRAFT PLAN

Draft Redevelopment Plan options are developed and tested for public approval and financial feasibility.

FINAL PLAN

Site character renderings are developed and tested for public approval.

APPROVAL

Final Plan is presented to MRA Board and City Council for approval.



Discovery Phase



Discovery Phase

Project Input



Created by Beaver™
from Noun Project

Site Zoning & Infrastructure

- Technical Advisory Committee Meetings

Community Desires

- Midtown Mixers
- Public Workshops
- Neighborhood Surveys
- Stakeholder Interviews
- Working Group Meetings

Market Conditions

- Market Studies
- Developer Interviews

Discovery Phase Findings

Who did we hear from in the Discovery Phase?

- The first workshop had **100+ attendees**
- The public survey collected **507 responses**
- Held one Working Group meeting and one Technical Advisory Group meeting



Age

Strong participation from a range of age groups, particularly 35 and older.



Race

Representation from a wide range of races and backgrounds.



Geographic Location

Engaged a broad cross-section of Missoulians, with about equal response rates from people from the nearby neighborhoods, and people from other areas of the city.



Homeownership and Household Income

A range of renters and homeowners and a significant number of lower income households.

[illegible]

Discovery Phase Findings

Housing, housing, housing *maximize housing neighbors can afford*

- Supportive of height, compact design
- Prefer a variety of forms, design elements
- Affordability – want low-cost units that are attainable by neighbors

Activation *create a mixed-use “destination” for the neighborhood*

- Especially along Bitterroot Trail (people LOVE the trail!)
- Open space amenities for gathering, playing, interpretation
- Commercial/retail/community space – particularly facing North Street and trail

Placemaking *some guidance, but a lot of latitude, strong emphasis on safety*

- Needs to fit, but not exactly match, neighborhood look and feel
- Indigenous placenames, railroad and working-class history tie-in
- Trees and natural spaces, views, greenery
- Clean and safe – frequently repeated theme

Discovery Phase Findings

What did we hear?

OPEN SPACE

Which of the following visual samples of integrated open and recreational space do you generally think would be appropriate or desirable for the proposed redevelopment site?



Trail Connectivity



Fire Pit



Outdoor Gathering Space



Climbing Feature



Covered Picnic & BBQ Area



Lawn Games (pictured: Bocce)



Informal Nature-Based Play Features



Formal Nature-Based Play Structure



Outdoor Games (pictured: Table Tennis)

- Trail Connectivity
- Outdoor Gathering Space
- Informal Nature Play
- Climbing Feature
- Covered Picnic & BBQ Area
- Fire Pits
- Lawn Games
- Play Structures

Discovery Phase Findings

What did we hear?

HOUSING

What kind of housing options would you like to see considered for the North MRL Triangle Redevelopment Site?



Apartments (up to 2 stories)



Apartments (3-4 stories)



Condominiums or townhomes



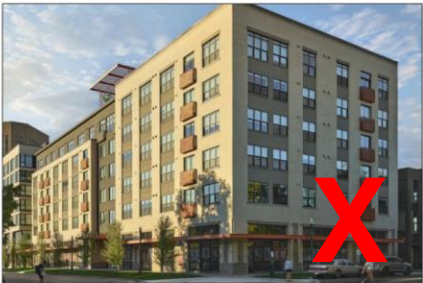
Duplexes, triplexes, quadplexes



Cottage style dwelling units



High density single family



Apartments (up to 6 stories)

Apartments (2-4 stories)
Townhomes
Cottage Style
Duplexes, etc.

Discovery Phase Findings

Which of the following visual samples of similarly sized developments do you generally think would be appropriate for the proposed redevelopment site?



Draft Plan Phase



Draft Plan Phase Findings

WHO WE HEARD FROM IN THE DRAFT PHASE

- The second workshop had 40+ attendees
- The public survey collected 304 responses
- Held one Working Group meeting and one Technical Advisory Group meeting



Age

Strong participation from a range of age groups, particularly 35 and older.



Race

Representation from a wide range of races and backgrounds.



Geographic Location

Roughly 50% of participants lived in the neighborhoods immediately adjacent to the North MRL Triangle property.



Homeownership and Household Income

A range of renters and homeowners and a significant number of lower income households.

PROJECT VISION

Goals & Uses

Vision Statement

The North MRL Triangle Redevelopment site will provide a mix of housing that supports the local workforce and neighborhood, and creates a safe, active, and vibrant space where people can gather.



Goals

HOUSING

Maximize diverse housing neighbors can afford.

DESTINATION

Create an attractive and active destination for the neighborhood that supports local business.

NATURE

Integrate green space and natural elements.

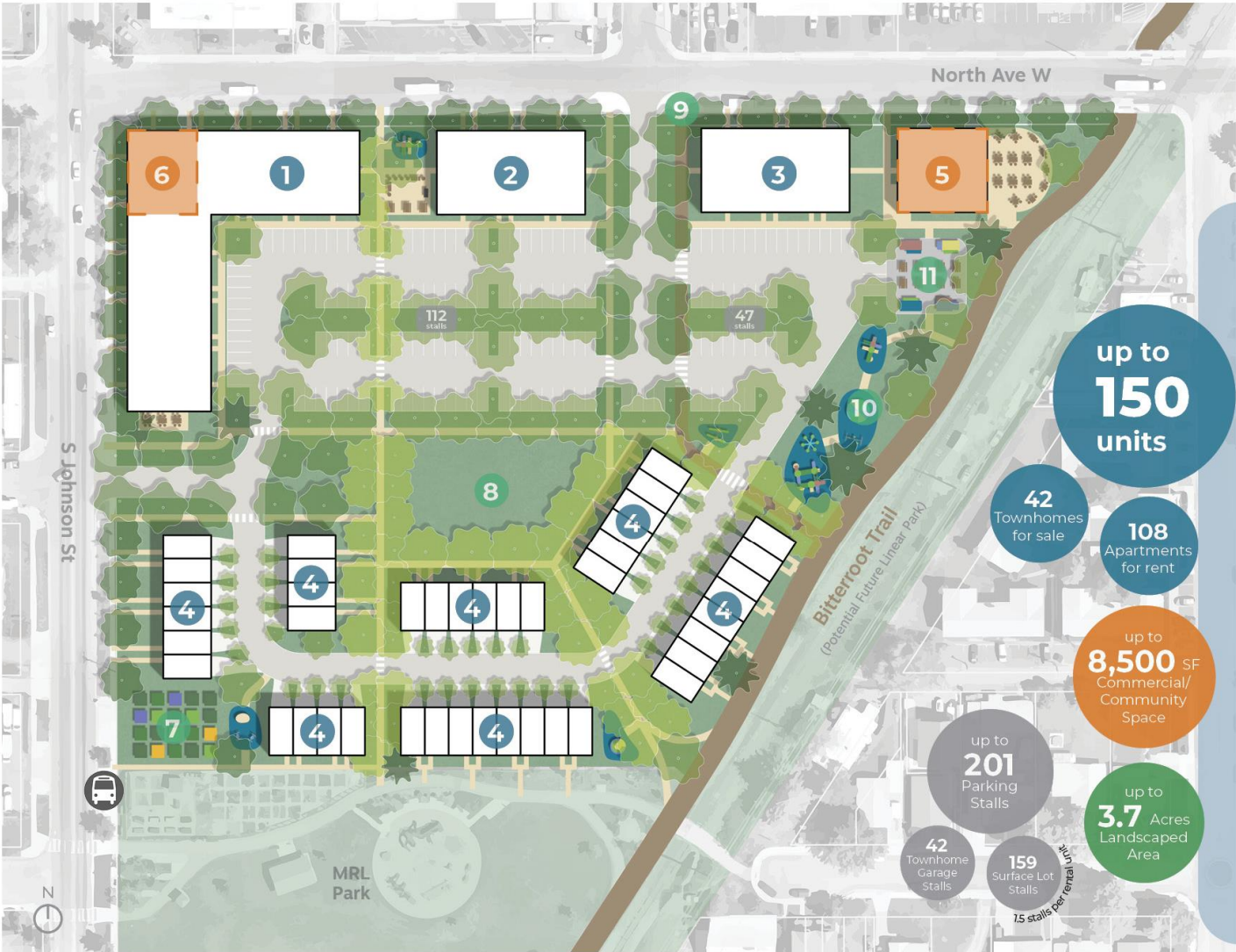
PLACE-MAKING

Incorporate elements specific to this area to tell the story of the neighborhood.

WELCOMING AND SAFE

Prioritize safety and cleanliness to create a sense of belonging for local residents.

Draft Plan Phase



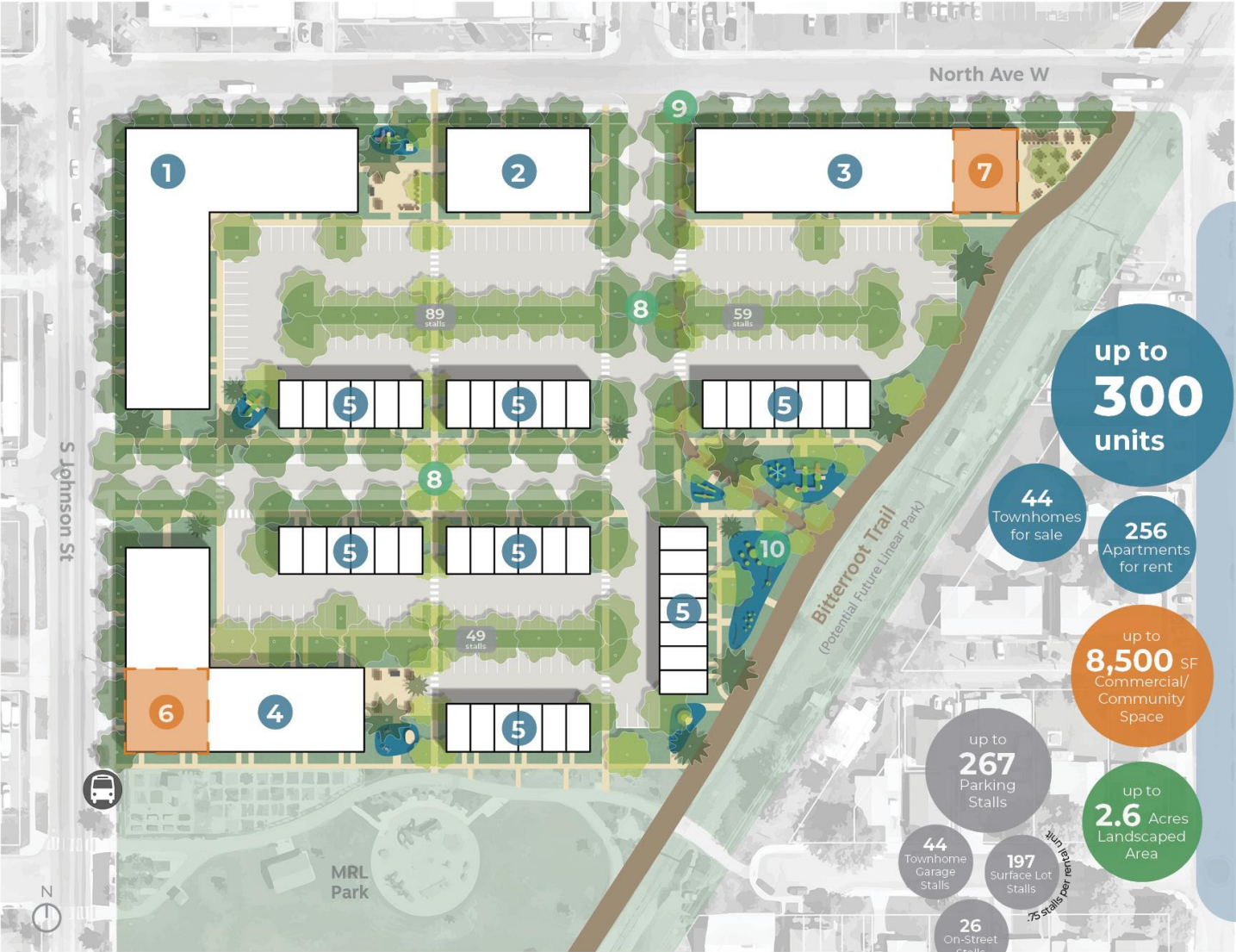
DRAFT OPTION 1 LOW DENSITY

LEGEND

- 1** 60 Residential Units
(3-story apartment building)
- 2** 24 Residential Units
(3-story apartment building)
- 3** 24 Residential Units
(3-story apartment building)
- 4** 42 Townhomes
(up to 3 stories)
- 5** 5,000 SF Commercial Space
(1-story building)
- 6** 3,500 SF Community Space
(ground floor)
- 7** Expanded Community Garden
- 8** Central Green Space
- 9** Grant Street Connector Trail
- 10** Trailside Park
- 11** Food Truck Court

Draft Plan Phase

DRAFT OPTION 2 HIGH DENSITY



LEGEND

- 1** 90 Residential Units
(4-story apartment building)
- 2** 26 Residential Units
(3-story apartment building)
- 3** 66 Residential Units
(3-story apartment building)
- 4** 74 Residential Units
(3-story apartment building)
- 5** 44 Townhomes
(up to 3 stories)
- 6** 5,000 SF Community Space
(ground floor)
- 7** 3,500 SF Commercial Space
(ground floor)
- 8** Central “Main Street”
- 9** Grant Street Connector Trail
- 10** Trailside Park

Draft Plan Phase

BIRD'S EYE VIEW



DRAFT OPTION 1
LOW DENSITY

Draft Plan Phase

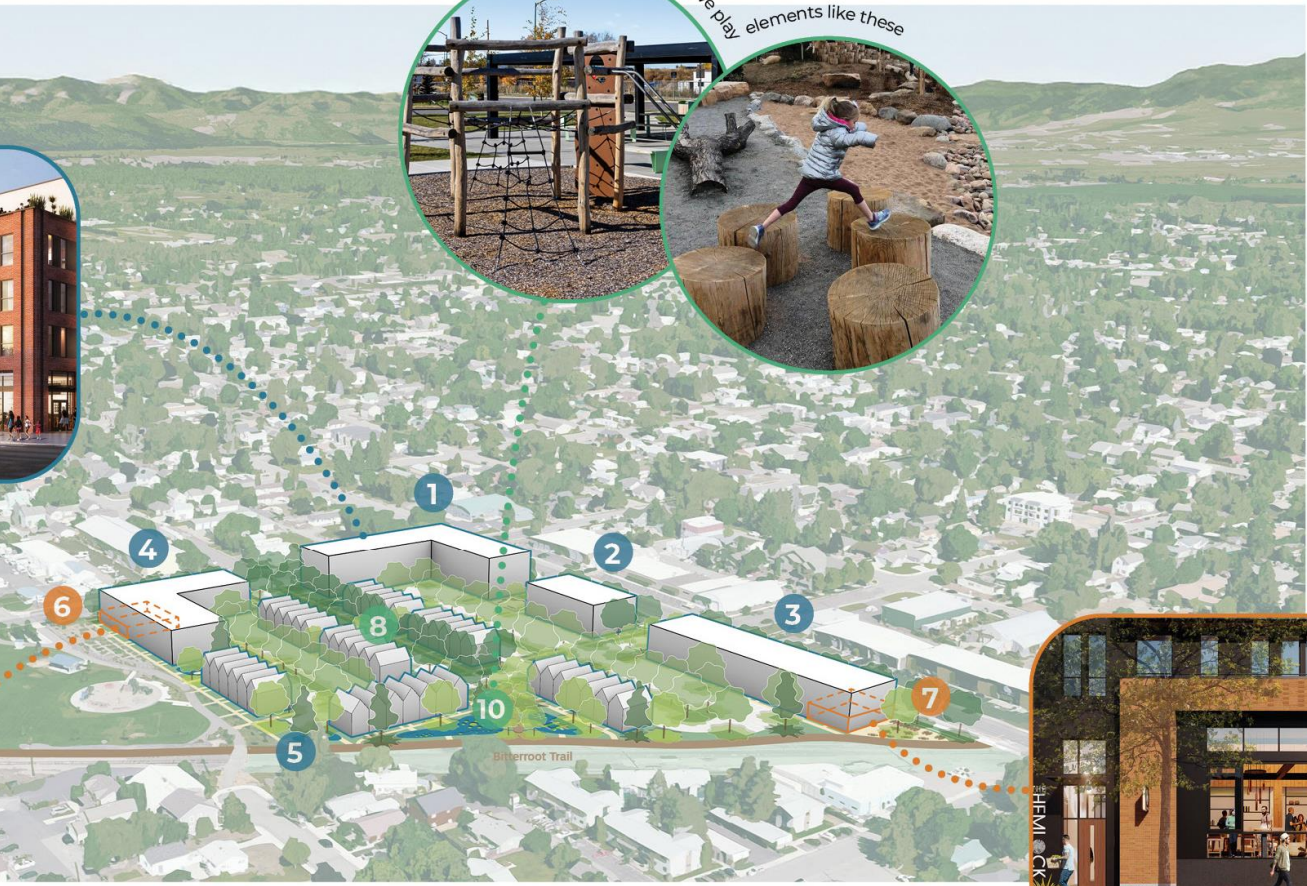
BIRD'S EYE VIEW

4-story apartment building could look like this



Park could have play elements like these

Could be multipurpose community space



DRAFT OPTION 2
HIGH DENSITY



Commercial space could be a cafe or coffee shop

Draft Plan Phase



Draft Plan Phase



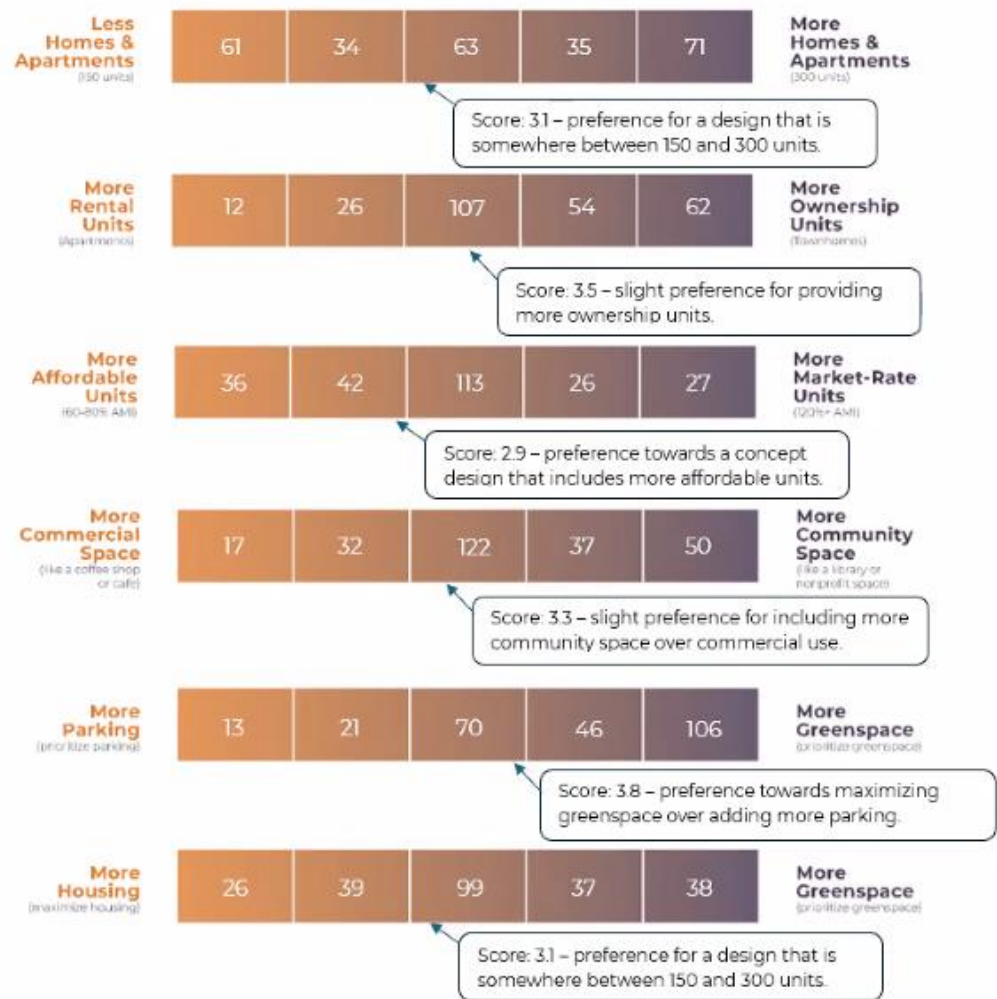
Draft Plan Phase



Workshop Results

More Homes & Apts
More Ownership Units
More Affordable Units
More Community Space
More Greenspace
More Housing
More Rental Units
More Commercial Space
More Parking

Draft Plan Phase



Workshop + Survey Results

*Middle of the 2 Options

*Green Space over Parking

More Homes & Apts

More Ownership Units

More Affordable Units

More Community Space

More Greenspace

More Housing

More Rental Units

More Commercial Space

More Parking

WHAT'S THE RIGHT BALANCE?

Attainable Housing & Public Investment

New housing construction will not occur naturally in the market for renter households at or below 80% of the area median income (AMI) or for entry level ownership units for households at or below 120% AMI. It is possible to create these units, but public investments must be made to make these units feasible in Missoula today.

While resources are limited, Missoula and their partners can pursue gap financing tools such as:

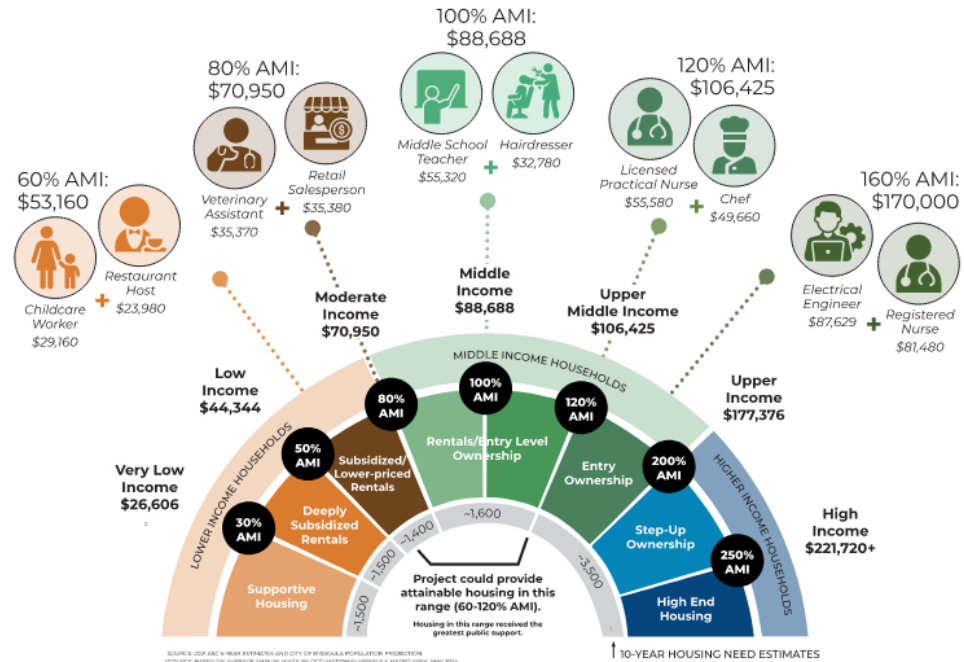
- Direct financial support from programs like Missoula Redevelopment Agency's Workforce Housing Program, Missoula's Affordable Housing Trust Fund, and NWMT's Missoula Housing Impact Fund.
- Land donations or low cost sales to offset project cost.
- Infrastructure and site improvements provided by the City – water, sewer, roadways, investments in public domain, park maintenance, and streetscaping.
- State and Federal loans and grants including the Montana Housing Trust, HUD CDBG, and HOME.
- Add some number of luxury-high end housing units to offset costs.

Per Unit Feasibility Gap



A feasibility gap represents the difference between the funding needed to develop and operate a property and the revenue that is expected from completing the project (unit sales and rental revenues).

Missoula Needs All Types of Housing



Displayed household incomes and AMI numbers represent three person households with two income earners.

Average household size: 2.08 occupants

Average family household size: 2.75 occupants

How do we fund housing that our workforce can afford?

Step 1. Design to maximize housing that is attainable.

Step 2. Aim to utilize Federal Affordable Housing programs and tax credits when available.

Step 3. Close the gap with local funding and support.

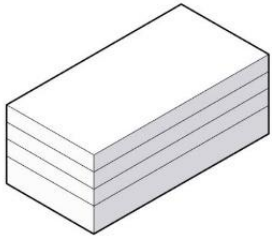
TAX CREDITS LIMITED TO 80% AMI AND BELOW.

WHAT'S THE RIGHT BALANCE?

Attainable Housing & Public Investment

What amount of public investment is needed to support each housing type?

Apartments (For Rent)

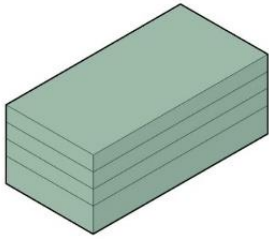


120% AMI

Affordable with a household income of \$106,000.¹

\$0

per unit ²

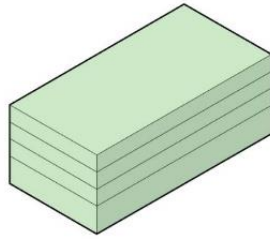


80% AMI

Affordable with a household income of \$71,000.¹

\$60,000

per unit ²



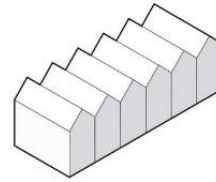
60% AMI

Affordable with a household income of \$53,000.¹

\$120,000

per unit ²

Townhomes (For Sale)

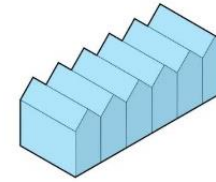


200% AMI

Affordable with a household income of \$177,000.¹

\$0

per unit ²



120% AMI

Affordable with a household income of \$106,000.¹

\$200,000

per unit ²

1. Source: 2021 ASC 5-Year Estimates

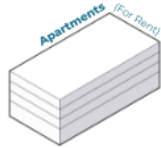
2. These numbers are rough estimates based on 2025 market conditions and are meant to be used for illustrative purposes only.

WHAT'S THE RIGHT BALANCE?

Attainable Housing & Public Investment

Public investment can be used to create attainable housing.

Market-Rate units require minimal public investment.



120% AMI

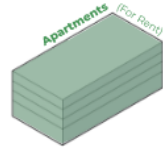
Affordable with a household income of \$106,000.¹



200% AMI

Affordable with a household income of \$177,000.¹

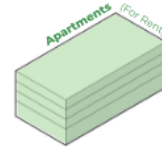
Income-Restricted units require additional public investment.



80% AMI

Affordable with a household income of \$71,000.¹

\$ per unit ²



60% AMI

Affordable with a household income of \$53,000.¹

\$ \$ per unit ²



120% AMI

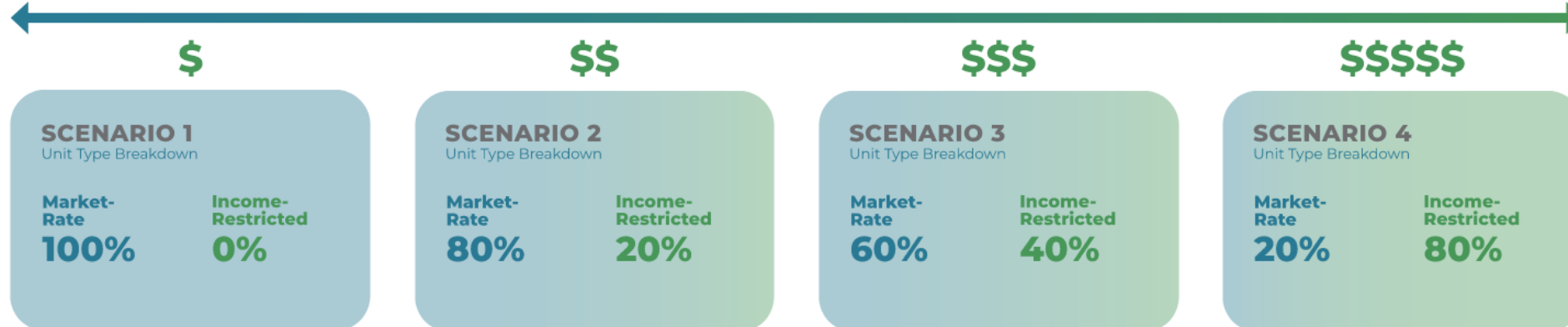
Affordable with a household income of \$106,000.¹

\$ \$ \$ per unit ²

1. Source: 2021 ASC 5-Year Estimates
2. These numbers are rough estimates based on 2025 market conditions and are meant to be used for illustrative purposes only.

What amount of public investment is needed to support the following development scenarios?

Amount of Subsidy Required



Final Plan Phase

NEXT STEPS

- Develop Draft Preferred Plan
- Meet with Potential/Preferred Developers for input
- Meet with TAC to confirm Preferred Plan
- Present to Public for final input (Open House Format)
- Phase 3 Online Survey for final input
- Info Sessions with MRA Board and City Council (Joint Session?)
- Presentation to MRA Board for Approval
- Develop Implementation Plan
- Assist MRA with identification of next steps

Final Plan Phase

INPUT NEEDED FROM MRA BOARD

Are we heading in the right direction with the plan?

How does the Board view MRA's future role in a project of this nature?

What is the partnering process?