

City Clerk Staff

From: eric g <e.gabster@gmail.com>
Sent: Sunday, July 9, 2023 3:52 PM
To: Grp. City Council and City Web Site
Subject: Midtown Master Plan

July 9, 2023

Dear Members of Missoula City Council,

Please accept the proposed Midtown Master Plan.

The evolution of this Plan has taken about twenty years. It relies on a host of studies, various local organizations, community engagement, and outside consulting — along with the pluck and timing necessary to coalesce all of that into focused urban design and the interest of granting agencies. It's the "overnight success" that only took a couple decades to produce.

Moreover, it's a plan that carries support of major entities that define Midtown, including the Fairgrounds, Southgate Mall and the Urban Transportation Agency. Surprisingly, the concept of high-density infill growth consistently polled well with Midtown residents in various studies over the years, especially along the Brooks Corridor.

One notable quality of this plan is its focus on City Council's avowed preference for "Focus Inward" development concepts; uniquely for Midtown that focus combines with recurring grass-root support of the same thing. Nothing is being forced here — it's a future urban landscape that's desired by the people who live, work and traverse Midtown.

Key building blocks for Midtown's renewal are well underway at the Fairgrounds and Southgate Mall. Plus, based on origins in its Long Term Planning documents of 2012, the Missoula Urban Transportation District continues to make progress on its commitment to define the Brooks Corridor as a dedicated transit route with high-frequency service.

Council would be wise to recognize that all essential elements for an optimal future in Midtown present themselves in this Plan, and smart, dedicated people have committed years of organization and effort to present it for Council's approval.

This Plan's mixture of housing types, density and transit access along the Brooks Corridor exactly defines this effort's hallmark: intelligent planning for Midtown's urban growth.

I strongly urge you to support the proposed Midtown Master Plan.

With thanks for your consideration,
Eric Gabster

Resident, Ward 3