
# Whole Foods Market® Anchored Mixed-Use Retail

## TBD Brooks Street | Missoula, Montana   Buildings B,C,D - Up to ±6,000 SF

Exclusively listed by **Matt Mellott, CCIM | SIOR**   Matt@SterlingCREadvisors.com | 406.203.3950

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ADVISORS

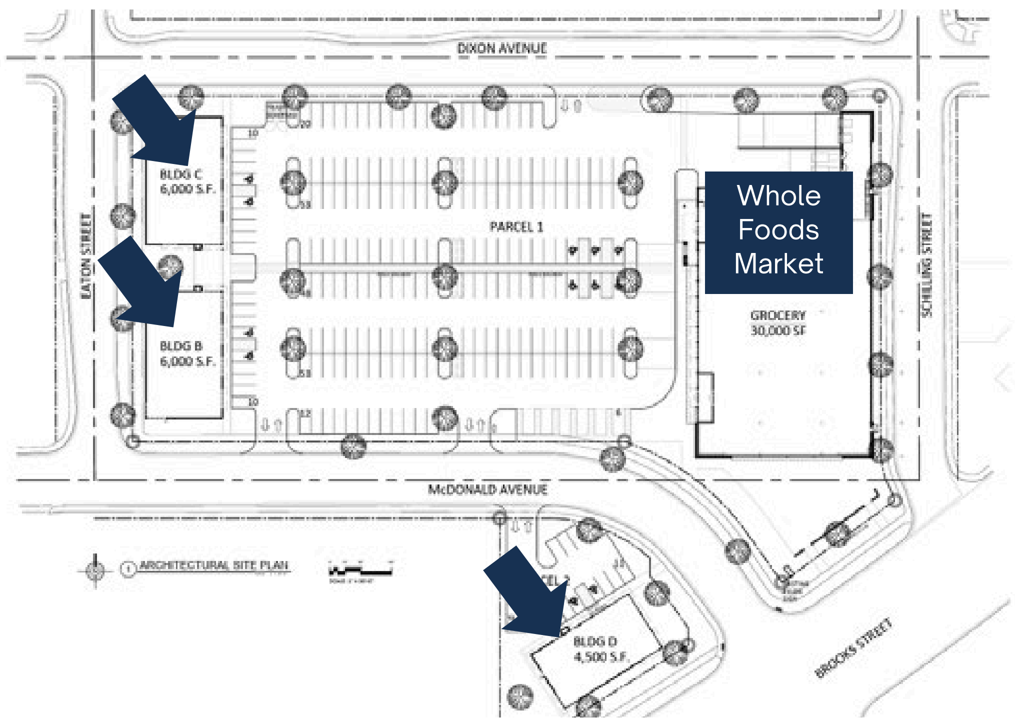
# Opportunity Overview

**Anchored by Whole Foods Market®** grocery store, **Midtown Market** is a new mixed-use retail development located along the highly trafficked Brooks Street corridor in Missoula, Montana. Positioned within the city's primary retail trade area, the project offers excellent visibility and convenient access to both Brooks and South Reserve Streets.

The development will feature flexible retail spaces ranging from approximately ±2,000 to ±6,000 square feet, suited for a variety of retail, restaurant, and service users. With a Whole Foods® new to the Missoula market, as its lead tenant, the project is expected to generate strong, consistent consumer traffic and regional draw.

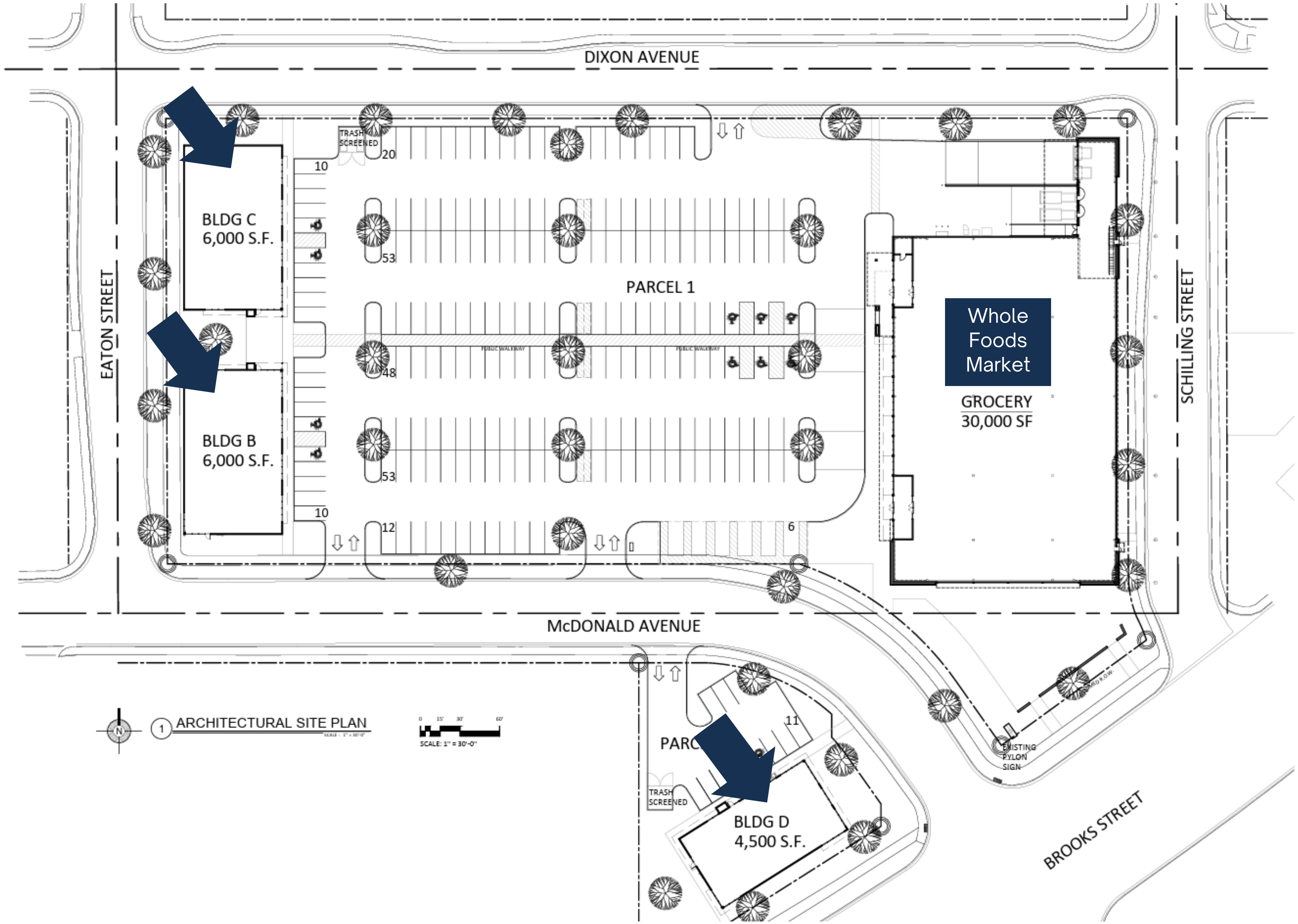
With modern construction, dedicated parking, and U-MU3 zoning, Midtown Market provides an ideal setting for a wide range of commercial uses.

Delivery is anticipated in April 2028.




| | |
|---|---|
| **Address** | TBD Brooks Street<br>Missoula, Montana 59801 |
| **Property Type** | Retail; Office |
| **Lease Rate** | Unpriced (Contact For Details) |
| **Delivery Timeline** | April 2028 |
| **Total Square Feet** | Building B: ±2,000-6,000 SF<br>Building C: ±2,000-6,000 SF<br>Building D: ±4,000 SF |
| **Total Acreage** | Building B /C (+ Whole Foods Market): ±3.49 Acres<br>Building D: ±0.48 Acres |

# Site Plan & Access - Grocery, Building B & C, D



# Interactive Links

[Link to Listing]

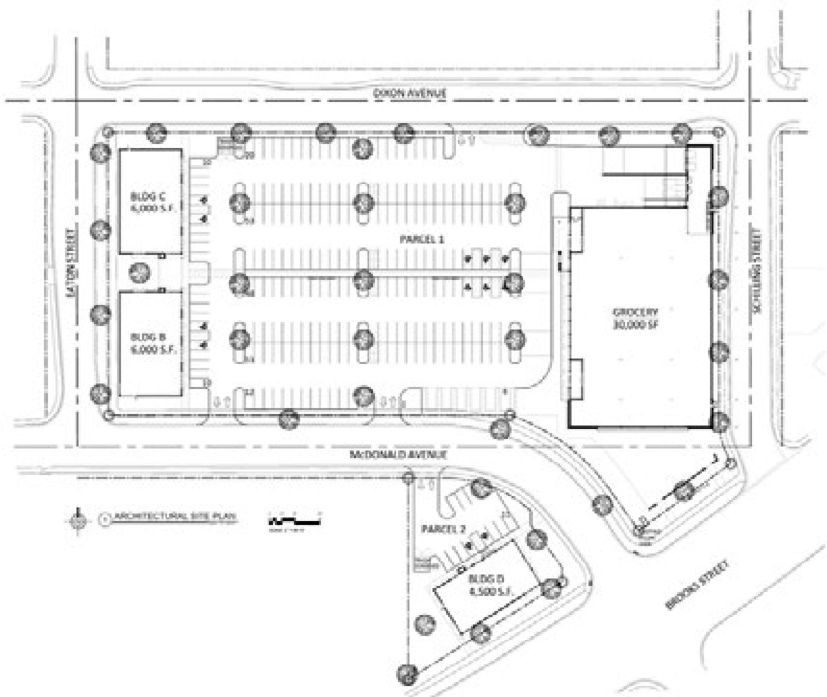
[Street View]

[Video]

Note: If there are issues with video launch, you may need to update your PDF software or use the links above

# Property Details

| | |
|---|---|
| **Address** | TBD Brooks Street<br>Missoula, Montana 59801 |
| **Property Type** | Retail; Office |
| **Total Acreage** | Building B /C (+ Whole Foods Market): ±3.49 Acres<br>Building D: ±0.48 Acres |
| **Services** | City of Missoula Water/Sewer<br>Northwestern Energy |
| **Access** | Building B/C: via McDonald Ave; Dixon Ave<br>Building D: via McDonald Ave |
| **Zoning** | U-MU3 (Urban Mixed Use) |
| **Geocodes** | 04-2200-32-3-33-01-0000<br>04-2200-32-3-33-37-0000<br>04-2200-32-3-33-05-0000<br>04-2200-32-3-33-18-0000<br>04-2200-32-3-33-34-0000<br>04-2200-32-3-33-25-0000<br>04-2200-32-3-33-20-0000 |
| **Traffic Count** | ±21,737 VPD via Brooks Street (2024 AADT) |
| **Delivery Timeline** | April 2028 |
| **Parking** | B/C: 48 Stalls (4.0/1,000 SF)<br>D: 11 Stalls (2.75/1,000 SF) |




**±0.3 miles to the signalized intersection at Brooks St & Dore Lane**

**Anchored by Whole Foods Market®**

**Excellent visibility with ±21,737 VPD (Brooks St)**

**Dedicated on-site parking with multiple ingress and egress points for easy access**

**Modern construction with delivery anticipated April 2028**

# Opportunity Highlights

# MIDTOWN MARKET

Located at the heart of Missoula's premier retail corridor. Enjoy unrivaled visibility on Brooks Street with rapid access to the South Reserve Street commercial hub.


## Location Overview

# Residential Development Project Nearby- Midtown Commons

The nearby Midtown Commons redevelopment—led by Miramonte Companies in partnership with the Missoula Redevelopment Agency—is set to significantly transform the Midtown corridor and serve as a major driver of future growth. This mixed-use project will introduce over 150 residential units, along with integrated commercial space and a community park, bringing a new wave of full-time residents into immediate proximity of the site. Designed as a walkable, live-work-play environment, Midtown Commons will strengthen the area's connectivity and enhance its appeal as a daily destination.

For retailers, this translates into a meaningful increase in built-in customer base and consistent foot traffic. As new rooftops come online and Midtown continues to evolve into a more dense and active submarket, the subject property is well-positioned to benefit from increased visibility, stronger consumer demand, and long-term growth in surrounding demographics.


DEVELOPMENT COMPONENTS

**Multifamily rental**
Market-rate apartments, primary project phase

**For-sale homes**
Detached homes & townhomes, near-term phase

**Retail & office**
Ground-floor commercial; office tenant identified

**Public park**
1.3 ac at Ernest Ave & Schilling St

**Ped & bike paths**
Connects Brooks St to South Ave

**New road network**
Mary Ave to Eaton St connections

PROJECT TIMELINE

Dec 2024
**City acquires site**
$5.9M purchase via TIF; formerly Southgate Crossing

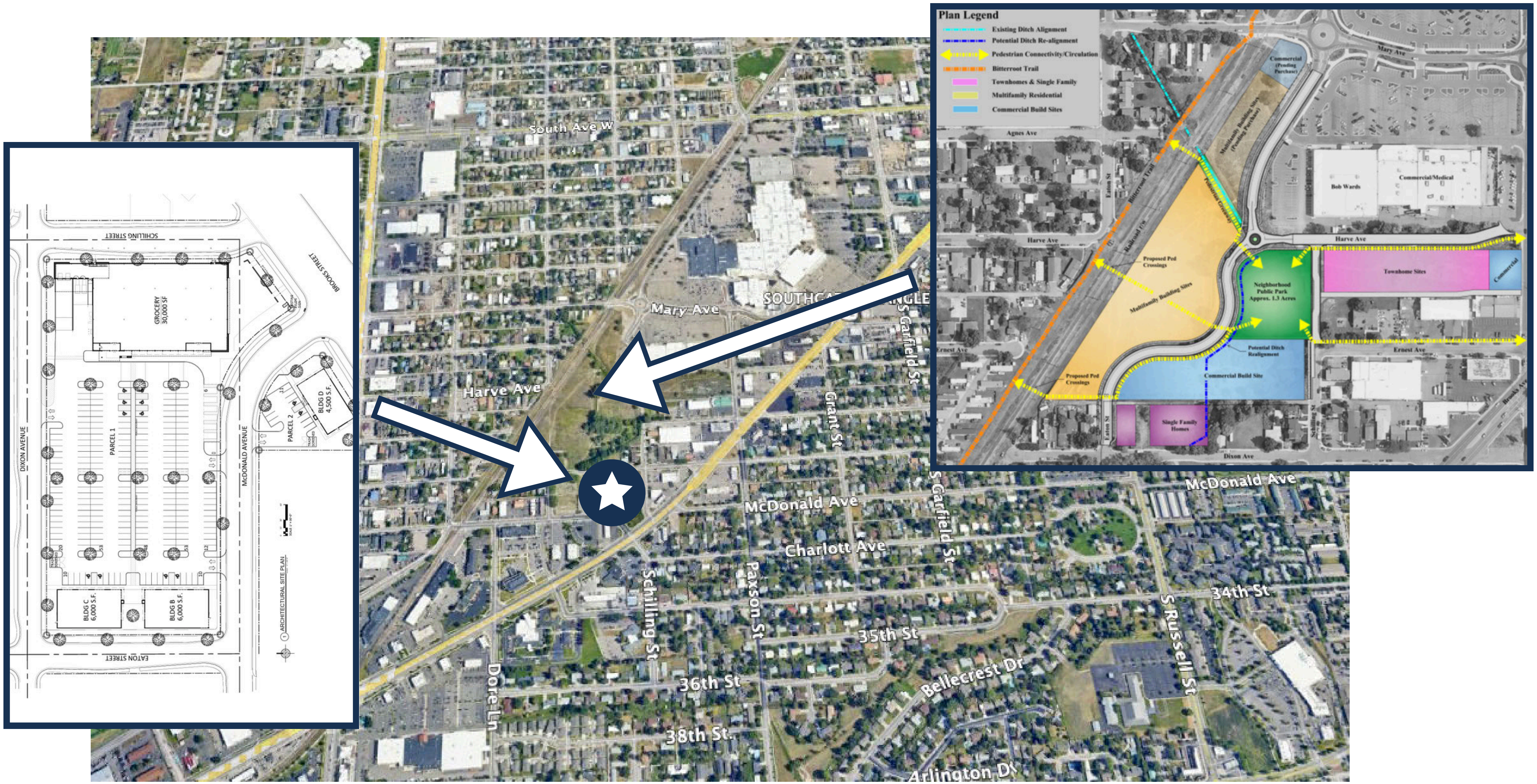
Jun 2025
**Miramonte selected**
Exclusive Negotiation Agreement signed after 30+ teams evaluated

Oct–Nov 2025
**Public engagement**
Open houses; community park design workshop

Spring 2026 – Now
**Development agreement**
Land sale & dev. agreement to City Council; for-sale housing begins

TBD
**Full construction**
Multifamily, commercial, park & infrastructure buildout

# Midtown Commons | Midtown Market




# Signalized Intersection Map

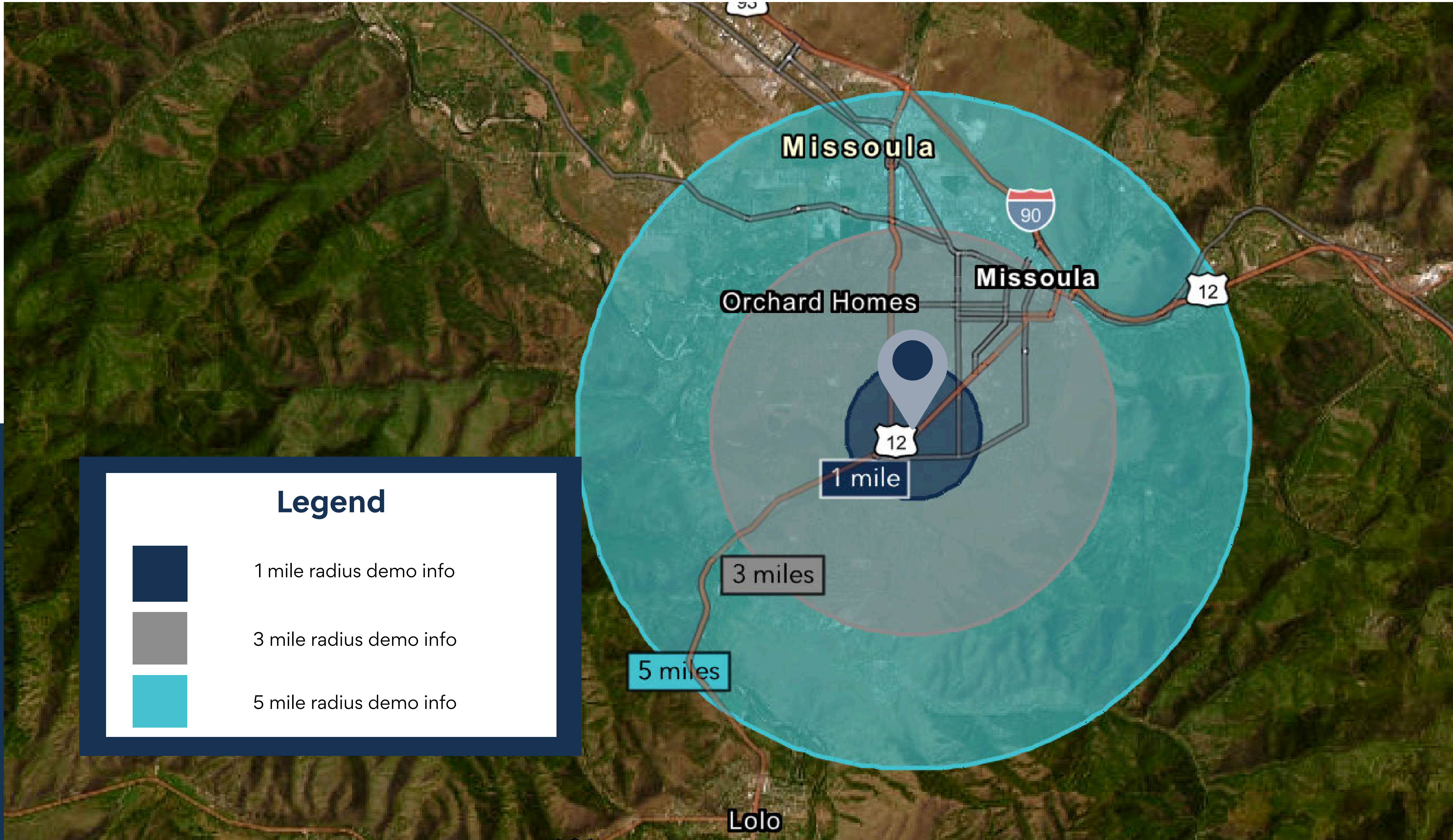

Retailer Map

Photos


Brooks Street
±21,737 VPD
Whole
Foods
Market
Building C
Building D
Building B


Photos


Brooks Street
±21,737 VPD
South Reserve Street
±29,344 VPD


93
Missoula
90
Missoula
12
Orchard Homes
12
1 mile
3 miles
5 miles
Lolo
Legend
1 mile radius demo info
3 mile radius demo info
5 mile radius demo info

Radius Map

# Key Facts

## KEY FACTS

1 mile

9,831
Population

37.9
Median Age

2.3
Average Household Size

$71,119
Median Household Income

2,270
2023 Owner Occupied Housing Units (Esri)

1,961
2023 Renter Occupied Housing Units (Esri)

## BUSINESS

1 mile

897
Total Businesses

10,620
Total Employees

## HOUSING STATS

1 mile

$432,413
Median Home Value

$9,630
Average Spent on Mortgage & Basics

$1,056
Median Contract Rent

2025 Households by income (Esri)

1 mile

The largest group: $100,000 - $149,999 (18.8%)
The smallest group: $15,000 - $24,999 (6.4%)

| Indicator ▲ | Value | Diff |
|---|---|---|
| <$15,000 | 7.7% | -1.0% |
| $15,000 - $24,999 | 6.4% | -0.1% |
| $25,000 - $34,999 | 10.1% | +2.6% |
| $35,000 - $49,999 | 11.7% | +1.8% |
| $50,000 - $74,999 | 16.3% | +1.0% |
| $75,000 - $99,999 | 14.3% | 0 |
| $100,000 - $149,999 | 18.8% | +0.2% |
| $150,000 - $199,999 | 7.7% | -1.9% |
| $200,000+ | 7.0% | -2.5% |

Bars show deviation from Missoula County

| Variables | 1 mile | 3 miles | 5 miles | ZIP Codes 59801 (Missoula) | Counties Missoula County | States Montana | United States of America United States |
|---|---|---|---|---|---|---|---|
| 2022 Total Population | 9,831 | 57,826 | 84,280 | 32,831 | 123,770 | 1,144,799 | 339,887,819 |
| 2022 Household Population | 9,643 | 55,386 | 81,272 | 30,978 | 120,643 | 1,115,471 | 331,671,159 |
| 2022 Family Population | 6,739 | 36,724 | 53,219 | 18,238 | 85,153 | 851,883 | 264,093,561 |
| 2027 Total Population | 9,873 | 58,883 | 87,488 | 33,146 | 128,306 | 1,205,657 | 347,149,422 |
| 2027 Household Population | 9,684 | 56,443 | 84,480 | 31,293 | 125,179 | 1,176,329 | 338,932,762 |
| 2027 Family Population | 6,746 | 37,324 | 55,085 | 18,318 | 88,019 | 895,113 | 269,093,856 |

| Variables | 1 mile | 3 miles | 5 miles |
|---|---|---|---|
| 2022 Per Capita Income | $39,472 | $43,482 | $43,740 |
| 2022 Median Household Income | $71,119 | $72,211 | $71,743 |
| 2022 Average Household Income | $91,253 | $98,227 | $97,497 |
| 2027 Per Capita Income | $45,640 | $49,293 | $49,383 |
| 2027 Median Household Income | $82,207 | $82,482 | $81,358 |
| 2027 Average Household Income | $105,203 | $110,729 | $109,453 |

This infographic contains data provided by Esri, Esri-U.S. BLS, ACS, Esri-Data Axle. The vintage of the data is 2025, 2030, 2019-2023.

# Missoula Air Service

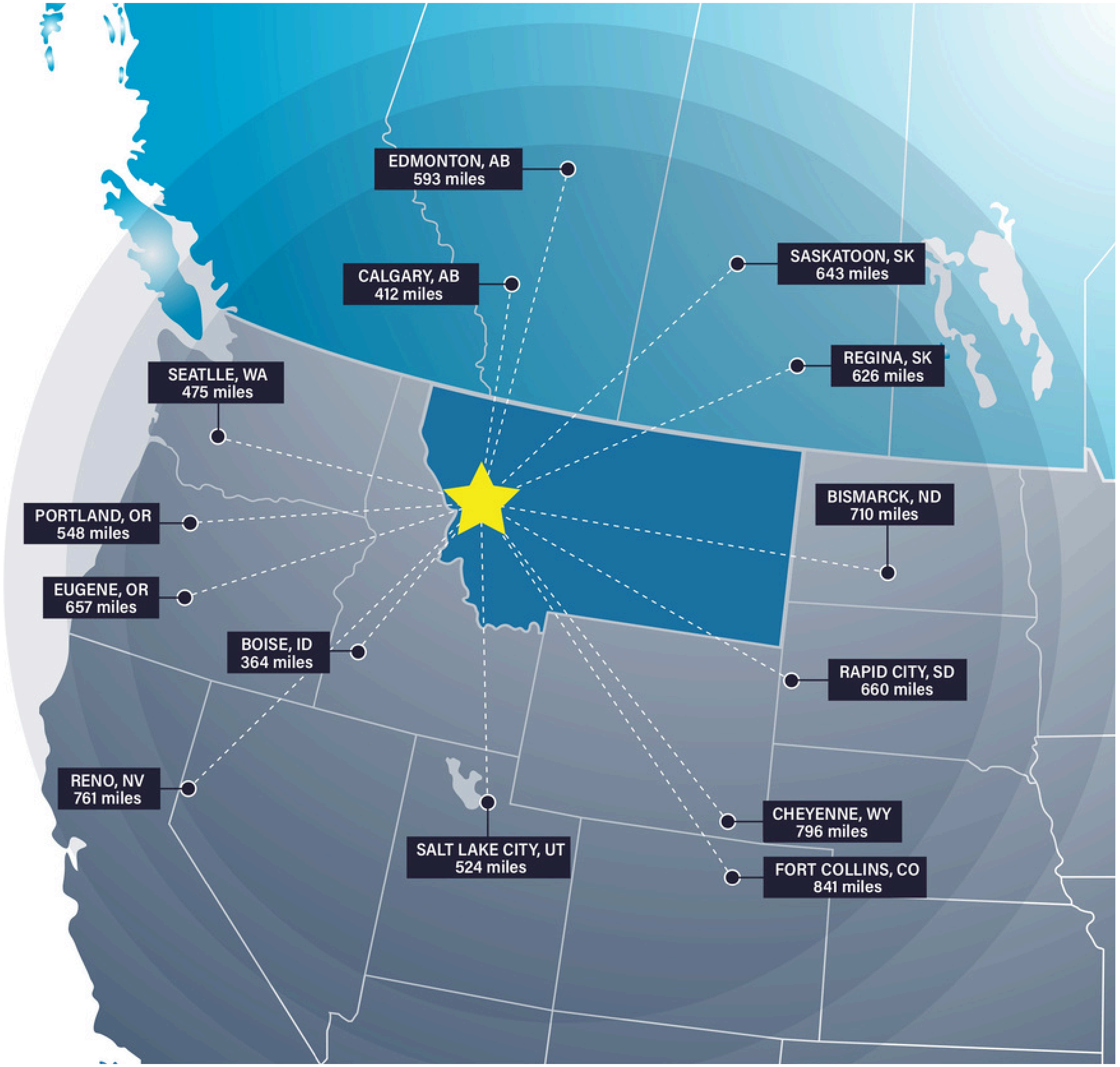
Missoula International Airport offers **direct flights** to major cities on the West Coast and Midwest.

# Missoula Access

## Missoula offers strategic proximity to major cities in the Pacific Northwest, Midwest, and Canada.

Missoula is within a day's truck drive of cities across the Northwest, including major Canadian metros. Easy access to Interstate 90 and US Highway 93 means Montana's major cities including Billings, Bozeman, Butte, Helena, Great Falls, Kalispell and Missoula are within a half day's drive.

Access to rail and the Missoula International Airport round out the city's access to a multimodal transportation network.




Access Across the Northwest

# Top Employers

**University of Montana**
2,500+ employees

**Missoula County Public Schools**
1,200+ employees

**Providence St. Patrick Hospital**
1000+ employees

**BNSF Railway**
300+ employees

**Community Medical Center**
1000+ employees

**Missoula County**
500+ employees

**City of Missoula**
500+ employees

**Allegiance Benefits**
500+ employees

## Noteworthy

Sun Mountain, Consumer Direct Care Network, Workiva, Alcom, MKC Montana Knife Co., Pathlabs, onX, Cognizant, atg advanced technology group, Submittable

Source: Montana Department of Labor & Industry | lmi.mt.gov & Zippia | zippia.com

ACCOLADES

**#2 Best Places to Live in the American West**
Sunset Magazine

**Top 10 Medium Cities for the Arts**
2023 Southern Methodist University

**University of Montana Top Tier R1 Designation**
This designation, based on high research and innovation spending, held by only 3.7% of US Universities, attracts top-tier faculty and students

**#9 Best Performing US City**
The Milken Institute- Smaller Metros under 275,000 Residents

**#4 Best Small Cities in America to Start a Business**
Verizon Wireless

**#10 Best Small Metros to Launch a Business**
CNN Money

**#6 Best Cities for Fishing**
Rent.com

**#1 City for Yoga**
Apartment Guide

**#1 Most Fun City for Young People**
Smart Assets

PEOPLE

**12.5% Population Growth - 2012-2022**
Missoula ranks among highest net migration cities in the US

**Median Age 34 Years Old**
The median age in the US is 39

**58.8% Degreed**
Associate's degree or higher, 18.7% have a graduate level degree

**24.7% High Income Households**
Incomes over $100,000 a year

**53.4% Renters**

**Top 5 Occupations**
Office & Admin Support, Food Service, Sales, Transportation

# ACCESS

**16 Minutes**
Average Commute Time

**15.6% Multimodal Commuters**
Walk or bike to work

**81 Hours Saved**
81 hours saved in commute yearly over national average

**14 Non-Stop Air Destinations**
With a recently upgraded terminal at the Missoula International Airport

**62 Miles**
Of bike lanes with a Gold rating from the League of American Bicyclists

**12 Routes**
Provided by a bus network across the City of Missoula

**11 EV Charge Stations**
Available to the public across Missoula

# ECONOMY

**Designated as a Tech Hub**
Western Montana was one of 30 applicants out of 200 designated as a Tech Hub by the federal government and now eligible for millions of dollars in funding for research in smart, autonomous and remote sensing technologies.

**Diversity Among Top Employers**
University of Montana (education), Providence Health Services/St. Patrick's Hospital (medical), Community Medical Center (medical), Montana Rail Link (transportation), Neptune Aviation (aviation services)

**High Labor Participation**
Missoula consistently offers one of the highest labor force participation rates in the country.

**Expanding Industries**
Missoula has seen major growth in construction, professional, scientific, and manufacturing businesses over the past decade.

**Growing Number of Technology Companies**
Cognizant, onX, Submittable, and Lumenad are some leading tech firms in Missoula

SterlingCRE
ADVISORS

# Brokerage Advisor & Team

**MATT MELLOTT, CCIM | SIOR**

Commercial Real Estate Advisor

Matt delivers results for his clients through superior market knowledge, data analysis and effective negotiating. His areas of expertise include property income and expense analysis, cash flow valuations and lease structuring for office and multifamily investments.

**JOE TREDIK**

Leasing Specialist

Joe brings a personal understanding of the local market, its trends, and its unique opportunities to the Sterling Team. He leverages his accounting background and leasing experience to provide clients with detailed financial analysis and strategic insights that enable clients to make well informed leasing decisions.

**SIERRA PIERCE**

Transaction Coordinator

Sierra has a sharp eye for detail with a background in client service and project coordination. With experience in marketing, small business ownership, and healthcare administration, Sierra has spent her career managing logistics, building strong relationships, and ensuring no task falls through the cracks.

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