



SterlingCRE
ADVISORS

Retail/Office Opportunity in High-Traffic Location For Sale

1401 West Broadway Street
Missoula, Montana

±21,756 SF | Retail & Flex Space w/ Office

Exclusively listed by:

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Image is a conceptual rendering of proposed improvements anticipated in spring 2026. Subject to change.



Opportunity Overview

1401 West Broadway Street offers a rare opportunity to lease or purchase a centrally located, freestanding industrial or retail property. Spanning ±21,756 square feet across two levels, this property features an open and adaptable floor plan. With on-site parking and permissive C2-4 zoning, it's ideal for industrial, warehouse, or retail operations seeking flexibility and functionality.

Located on West Broadway Street in an area slated for significant revitalization, this property benefits from enhanced infrastructure projects proposed in the West Broadway Master Plan. Centrally located with proximity to North Russell Street, Downtown Missoula, and the North Reserve Street Commercial Corridor make this a prime location with excellent visibility and accessibility.

The building is undergoing a significant phased renovation that includes an updated facade. Phase One includes the facade and interior renovation of four street-level retail spaces. This is expected to be completed in Spring of 2026. Renderings can be seen throughout the brochure.

1401 West Broadway Street is a strategic choice for businesses looking to capitalize on future growth and high-traffic exposure.



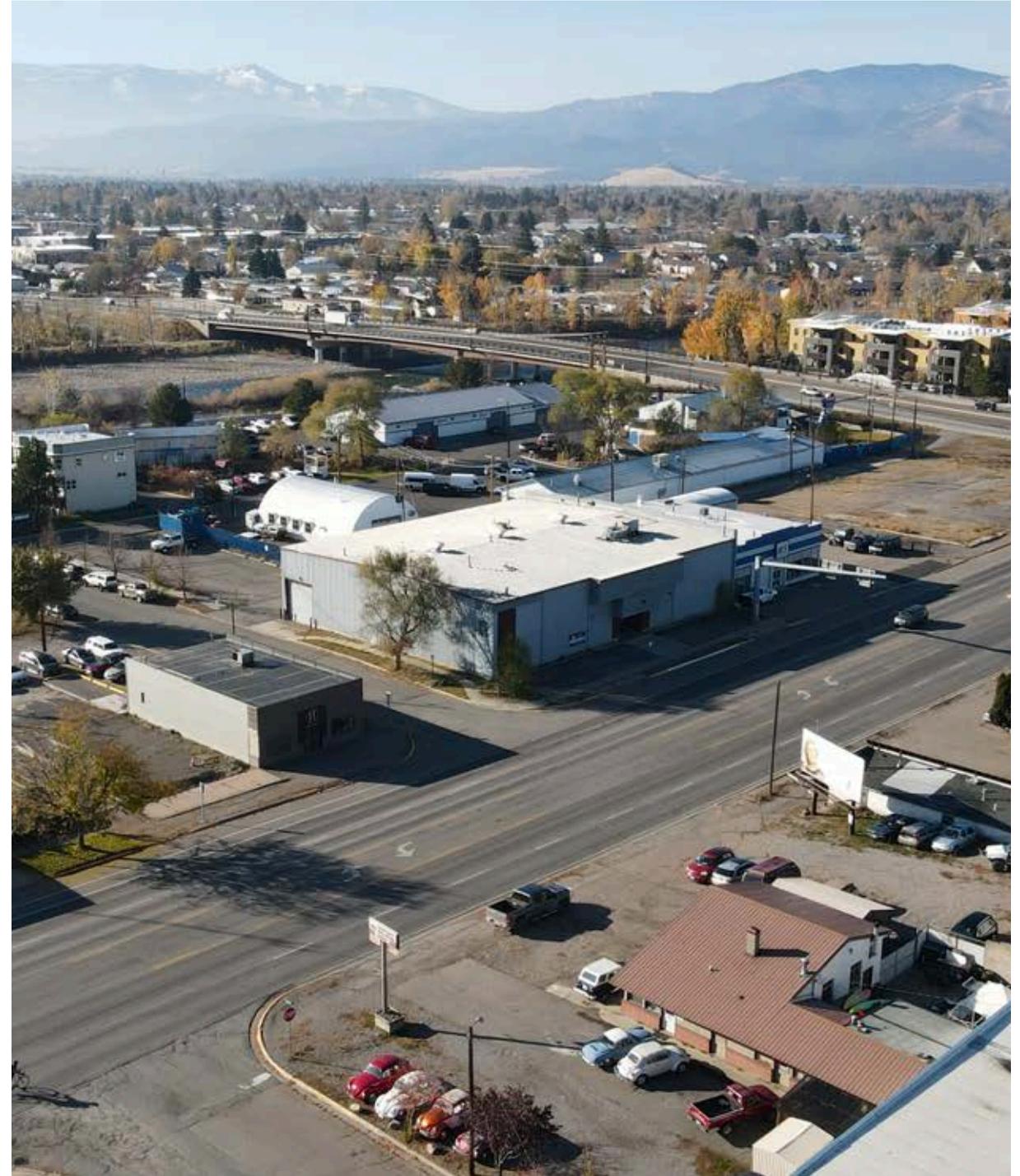
Address	1401 West Broadway Street
Property Type	Retail & Office
Lease Rate	\$16.00/SF plus NNN
Estimated NNN	TBD
Purchase Price	UNPRICED
Total Square Feet	± 21,756 Square Feet

Interactive Links

 Link to Listing

 Street View

 3D Tour



Interactive Links

Property Details

Address	1401 West Broadway Street
Property Type	Industrial, Retail
Total Acreage	±0.34 acres
Services	Missoula City water and sewer
Access	West Broadway Street
Zoning	C2-4: Neighborhood Commercial (City of Missoula)
Geocode	04-2200-21-2-19-04-0000
Traffic Count	±21,704 (AADT 2023)
Year Built	1976 (Remodeled 2009)
Parking	±24 parking spaces in private lot





Centrally located industrial and retail property with ±21,756 square feet of flexible space across two levels



Features an open and adaptable floor plan ideal for industrial, warehouse, or retail operations



Offers on-site parking and permissive C2-4 zoning for diverse business needs



22 parking spots on adjacent lot



Proximity to North Russell Street, Downtown Missoula, and the North Reserve Street Commercial Corridor ensuring excellent visibility and accessibility

Centrally Located Industrial or Retail Space

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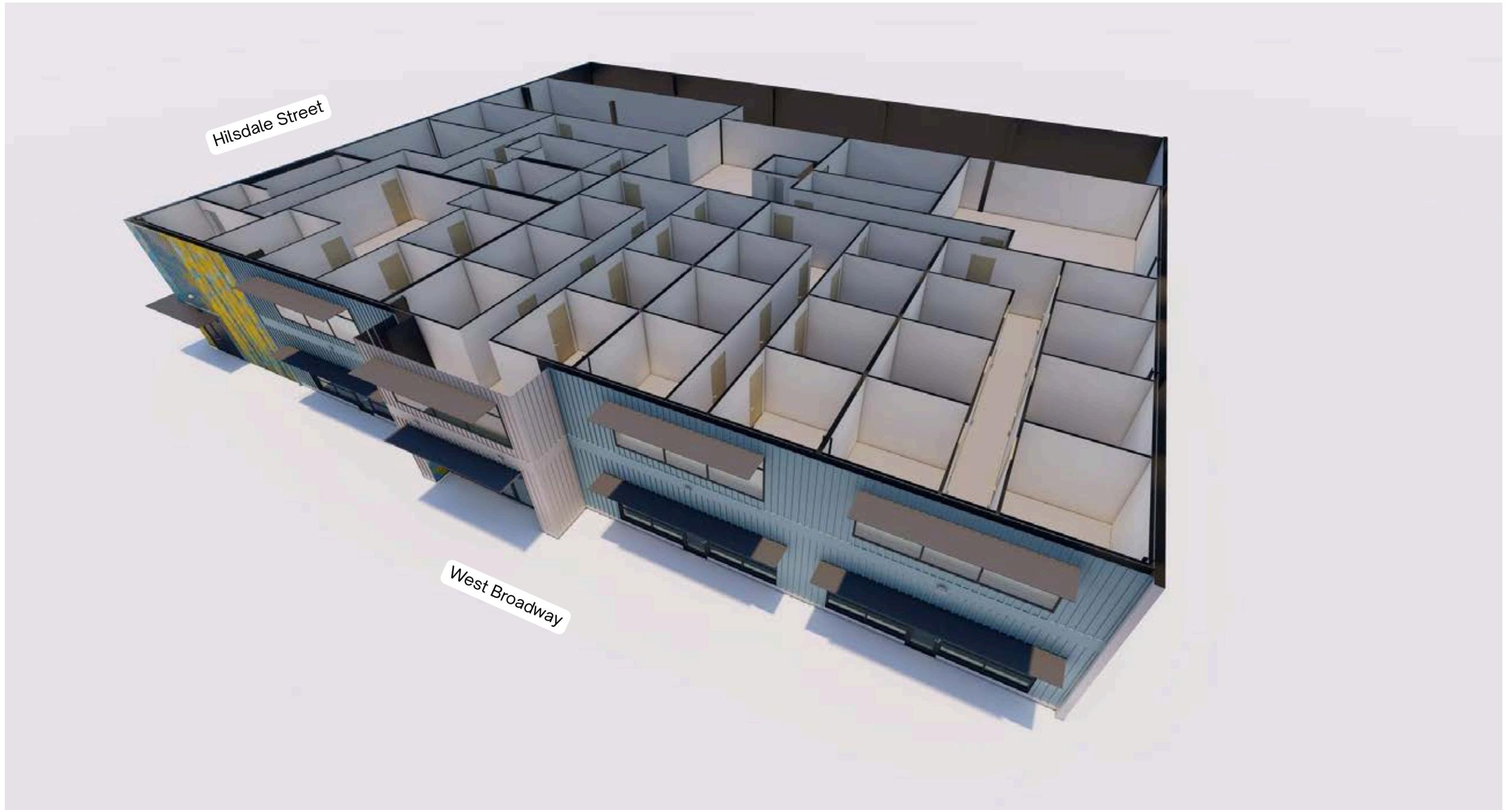
TENANT SPACE 11



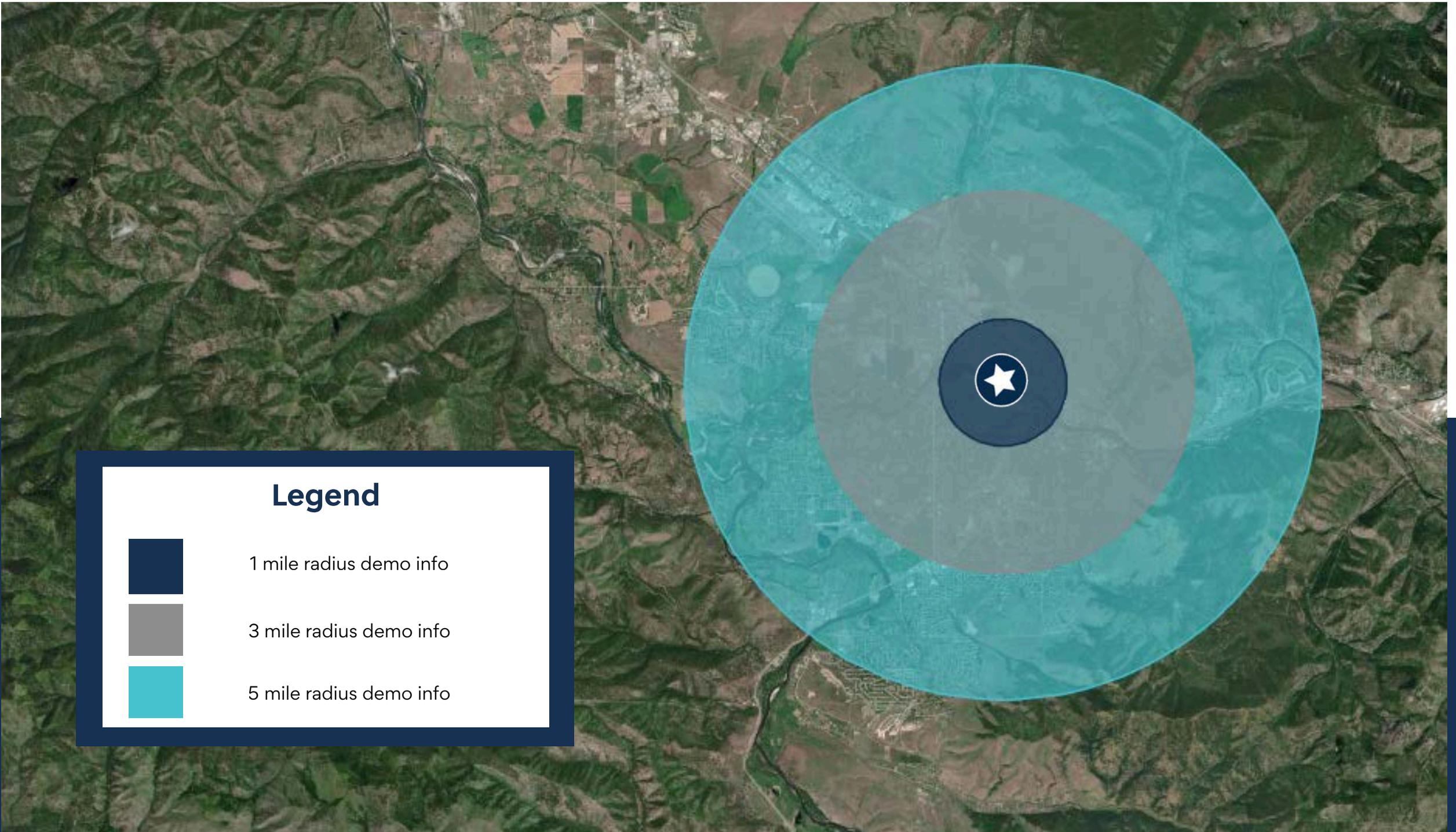
Planned First Floor Suites



Planned First Floor Plan



Planned Second Floor Office Future Phase



Legend



1 mile radius demo info



3 mile radius demo info



5 mile radius demo info

KEY FACTS

1 mile

13,762

Population



34.4
Median Age



1.9
Average Household Size

\$51,226

Median Household
Income

2,208

2023 Owner Occupied
Housing Units (Esri)

4,774

2023 Renter Occupied Housing
Units (Esri)

BUSINESS

1 mile



1,060

Total Businesses



12,403

Total Employees

HOUSING STATS

1 mile



\$341,344

Median Home Value



\$5,954

Average Spent on
Mortgage & Basics



\$911

Median Contract Rent

2024 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (20.5%)

The smallest group: \$150,000 - \$199,999 (1.6%)

1 mile

Indicator ▲	Value	Diff	
<\$15,000	9.7%	+2.5%	
\$15,000 - \$24,999	10.2%	+3.3%	
\$25,000 - \$34,999	9.6%	+3.0%	
\$35,000 - \$49,999	19.0%	+3.9%	
\$50,000 - \$74,999	20.5%	+5.0%	
\$75,000 - \$99,999	18.5%	+1.7%	
\$100,000 - \$149,999	9.3%	-6.8%	
\$150,000 - \$199,999	1.6%	-5.2%	
\$200,000+	1.7%	-7.3%	

Bars show deviation from

Variables	1 mile	3 miles	5 miles	Variables	1 mile	3 miles	5 miles
2022 Total Population	13,762	62,334	88,674	2022 Per Capita Income	\$32,478	\$38,180	\$40,989
2022 Household Population	13,274	59,720	85,631	2022 Median Household Income	\$51,226	\$56,390	\$65,673
2022 Family Population	6,938	35,629	56,540	2022 Average Household Income	\$63,252	\$81,923	\$91,930
2027 Total Population	14,043	64,301	92,154	2027 Per Capita Income	\$38,364	\$45,729	\$48,940
2027 Household Population	13,555	61,687	89,111	2027 Median Household Income	\$59,069	\$70,329	\$79,331
2027 Family Population	7,020	36,554	58,584	2027 Average Household Income	\$74,018	\$97,336	\$108,900

Missoula Air Service

Missoula International Airport offers **direct flights** to major cities on the west coast and midwest.

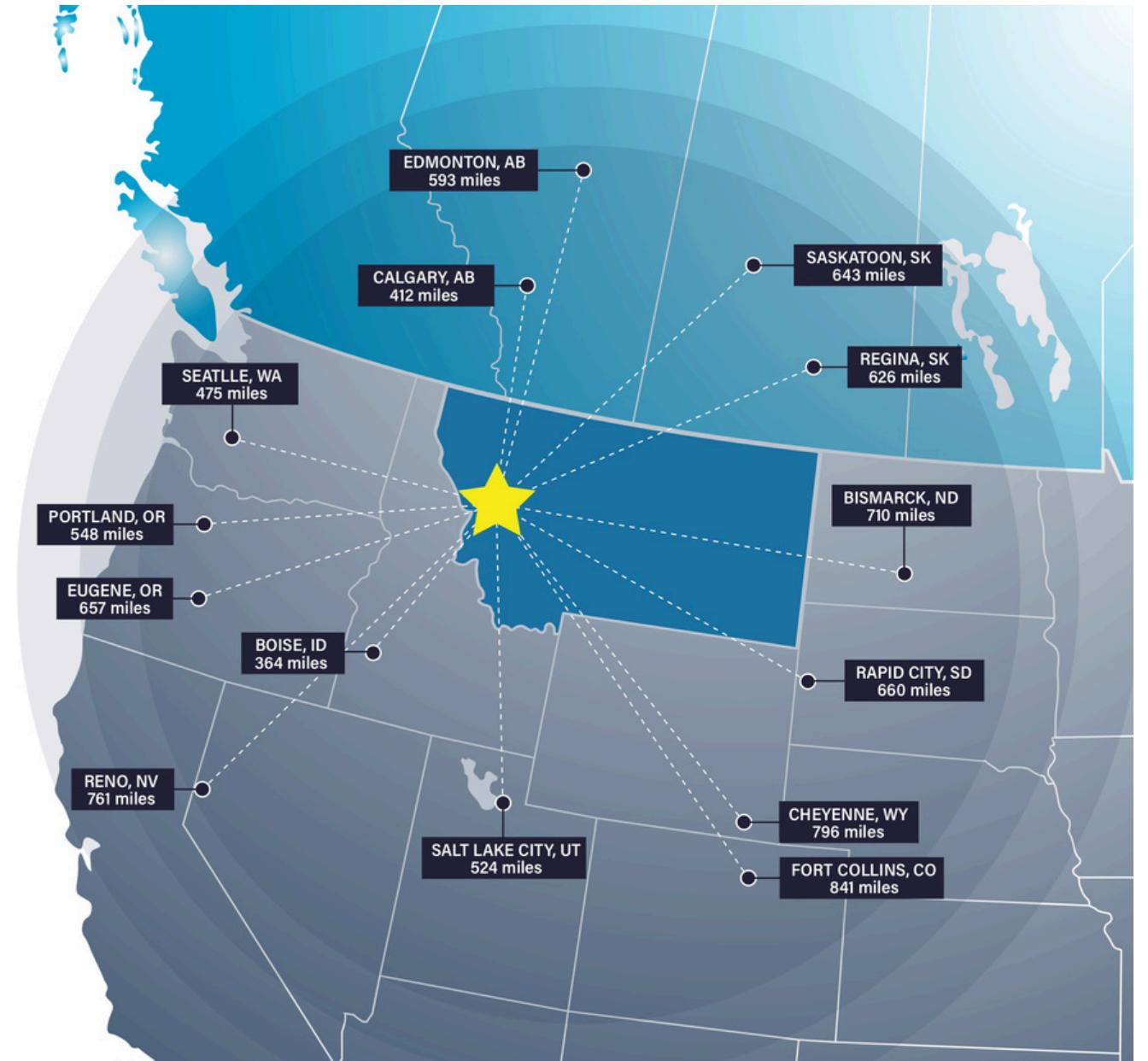


Missoula Access

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.



Top Employers

University of Montana

3,000+ employees

Missoula County Public Schools

3,000+ employees

St. Patrick Hospital

1000+ employees

Montana Rail Link

1,000+r employees

Community Medical Center

1000+ employees

Missoula County

500+ employees

City of Missoula

500+ employees

Allegiance Benefits

500+ employees

Noteworthy

Submittable 



workiva



Pathlabs



Cognizant

PatientOne



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

2024 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 2025- 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

#10 Most Creative Small Cities in America

WESTAF / Creative Vitality Suite (Creative Vitality List)

#2 America's Best Towns to Visit in 2025

CNN

PEOPLE

4.8% Population Growth - 2019-2024

Missoula County has seen consistent population growth over the past two decades

Median Age 38 Years Old

The median age in the US is 39

55.3% Degreed

Associates degree or higher, 19.9% have a graduate level degree

37.7% High Income Households

Incomes over \$100,000 a year

43.4% Renters

Top 5 Occupations

Office & Admin Support, Food Service, Sales, Transportation

Demographics are for Missoula County | 2024 ACS 1 Year Estimates

ACCESS

17.6 Minutes

Average Commute Time

7.7% Multimodal Commuters

Walk or bike to work

12.1% Worked From Home

Lived in Missoula County/worked from home

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

93 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- Ranked second in the nation for high-tech GDP growth between 2018 and 2023.



Brokerage Advisors



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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