



SterlingCRE
ADVISORS

Exceptional Retail Suite For Lease in the Iconic Radio Central Building

123 East Main Street, Suite 104
Missoula, Montana
±1,783 SF | Retail Space For Lease

Exclusively listed by:
Claire Matten, CCIM | SIOR
Claire@SterlingCREadvisors.com
406.360.3102



SterlingCRE
ADVISORS

Contents

(click to jump to section)

[Executive Summary](#)

[Property Details](#)

[Demographics](#)

[Market Overview](#)

[Brokerage Team](#)

[Limiting Conditions](#)

Opportunity Overview

SterlingCRE Advisors is pleased to present the exceptional retail suite located in the historic Radio Central Building. Nestled between the Mercantile Building and the AC Hotel, this prime location offers unparalleled visibility and foot traffic, and large display windows make it the ideal setting for upscale retailers and boutiques.

The historic Radio Central Building, located at 123-127 East Main, has recently undergone extensive renovations, including facade improvements and brand new custom windows finished with hand carved wood framing.

Suite 104 is available immediately and is equipped with an in suite restroom alongside an updated open floor plan, upstairs mezzanine which provides private office/storage and additional basement space for lease if needed.

Amenities include a dedicated parking lot with spaces available for lease and marquee signage.

The Radio Central Building is excited to welcome your business to the growing Downtown Missoula community along one of the busiest blocks off of Higgins Avenue. Schedule your tour today!

Interactive Links

 [Link to Listing](#)

 [Street View](#)

Address	123 E. Main Street Suite 104 Missoula, Montana
Lease Rate	\$25.00/SF/YR
Estimated 2024 NNN	\$6.49/SF/YR (billed only on ground floor SF)
Suite Size	±1,449 SF Ground Floor Retail ±334 SF Mezzanine ±1,783 Total Square Feet
Property Type	Retail
Parking	Dedicated Parking Lot with Lease Parking Available with Metered Street Parking
Zoning	CBD-4
Signage	Marquee and Window

123 E. Main Street, Ste. 104

\$25.00/SF/YR + NNN

Suite Size	±1,783 SF
Building Size	±33,652 SF
Year Built/Renovated	1900/2020
Zoning	CBD-4
Access	East Main Street Via North Pattee Street
Services	City Water and Sewer
Fiber/Internet	Spectrum Internet
Parking	Dedicated Parking Lot; Street Parking
Walk Score	96%
Interstate Proximity	±1.0 mile





Located in the heart of downtown Missoula adjacent to the AC Hotel, Wren Hotel, and Merc Building



Walking distance to restaurants, entertainment venues, Caras Park, and Missoula Library



Permissive Commercial Business District (CBD-4) zoning



Beautiful large windows with prominent Main Street frontage



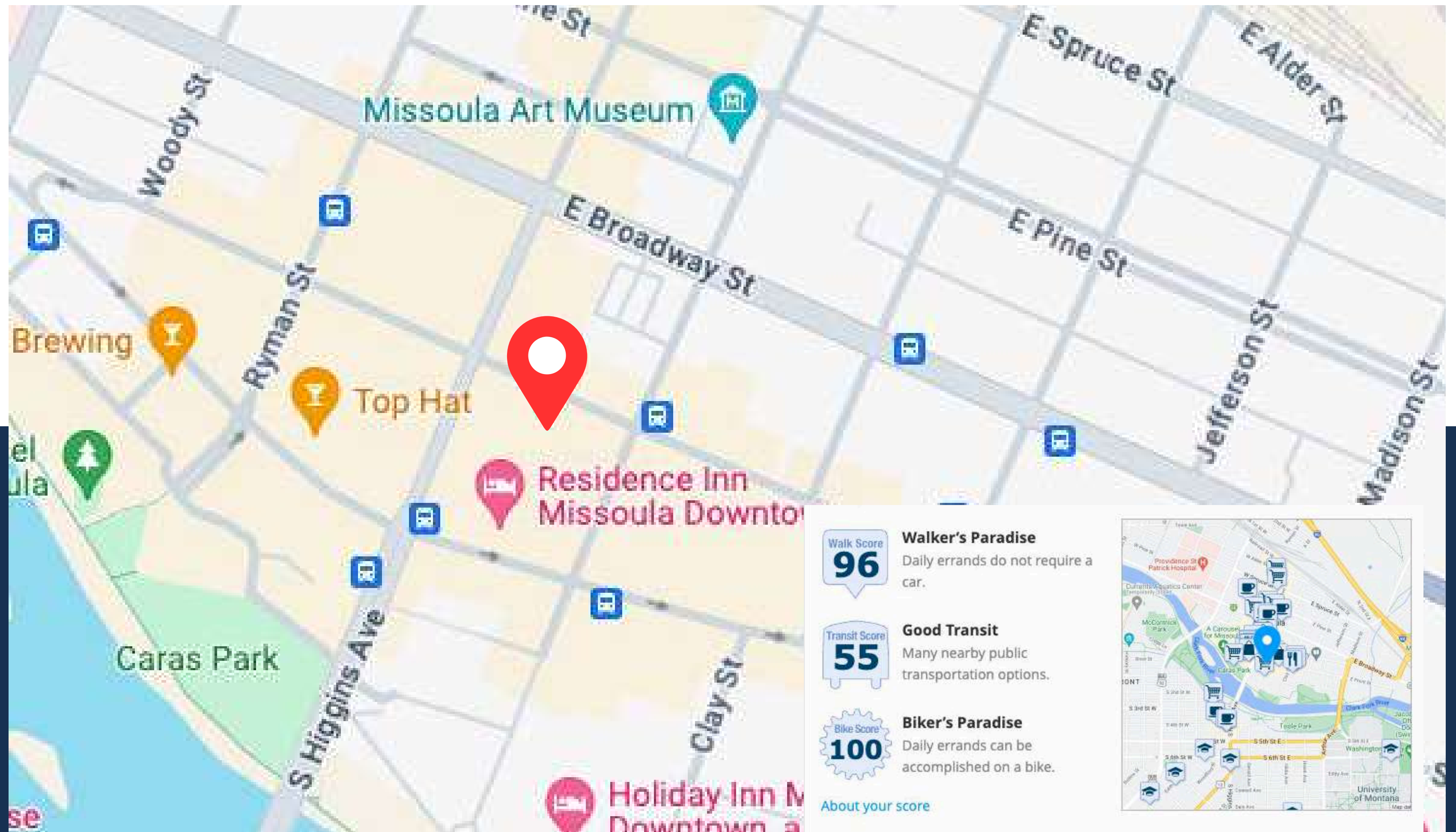
Open Floor Plan that can be customized to suit the users needs

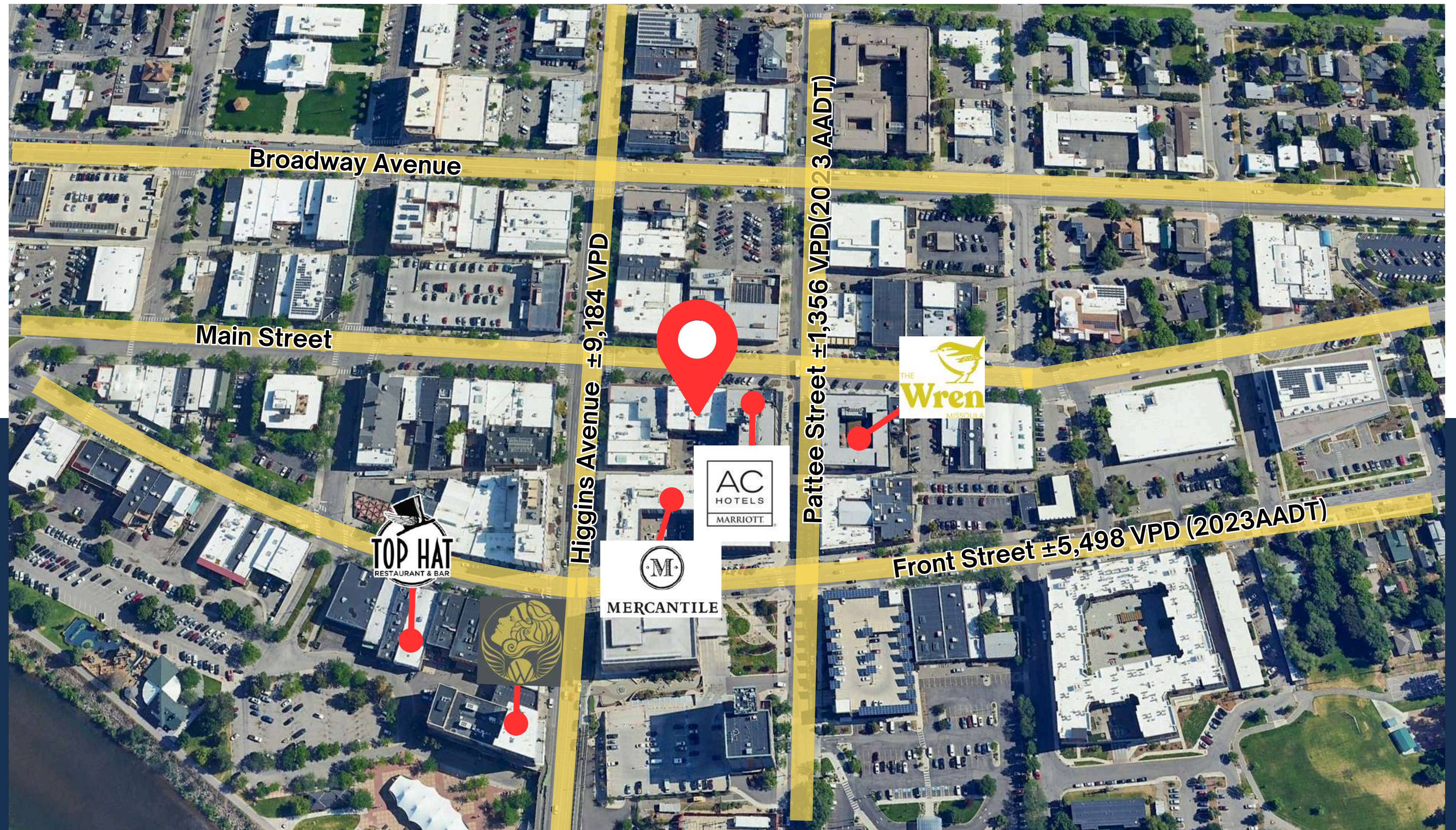


LOCATION

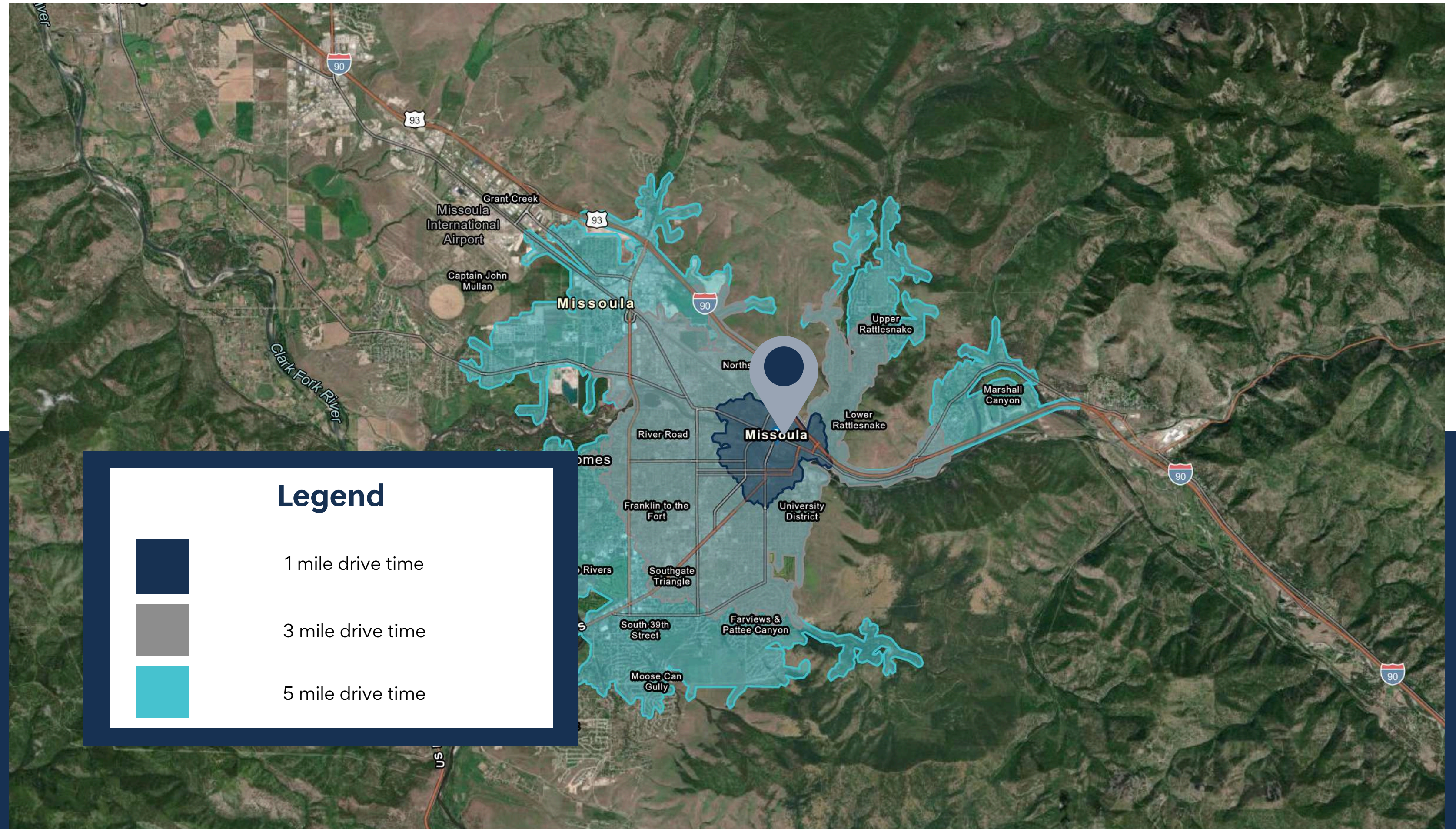


SterlingCRE
ADVISORS





Locator Map





KEY FACTS

3 miles

61,468

Population

34.8

Median Age

2.0

Average Household Size

\$56,542

Median Household Income

11,823

2023 Owner Occupied Housing Units (Esri)

16,862

2023 Renter Occupied Housing Units (Esri)

BUSINESS

3 miles



4,568

Total Businesses



53,142

Total Employees

HOUSING STATS

3 miles



\$463,041

Median Home Value



\$8,259

Average Spent on Mortgage & Basics



\$944

Median Contract Rent

2024 Households by income (Esri)

1 mile

The largest group: \$75,000 - \$99,999 (17.5%)

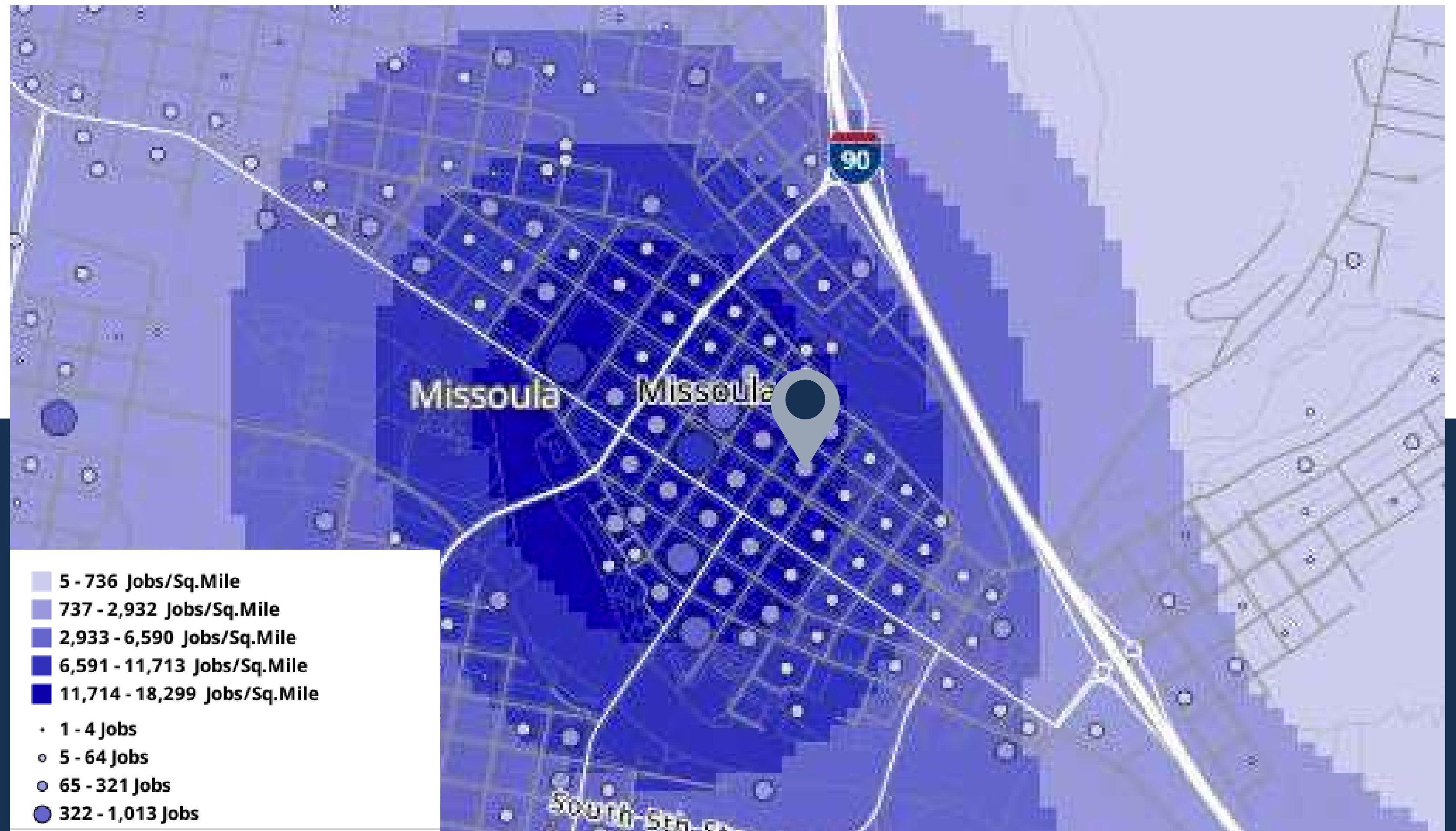
The smallest group: \$150,000 - \$199,999 (4.8%)

Indicator ▲	Value	Diff		
<\$15,000	13.7%	+6.5%		
\$15,000 - \$24,999	9.9%	+3.0%		
\$25,000 - \$34,999	9.6%	+3.0%		
\$35,000 - \$49,999	16.1%	+1.0%		
\$50,000 - \$74,999	14.5%	-1.0%		
\$75,000 - \$99,999	17.5%	+0.7%		
\$100,000 - \$149,999	8.7%	-7.4%		
\$150,000 - \$199,999	4.8%	-2.0%		
\$200,000+	5.2%	-3.8%		

Bars show deviation from Missoula County

Variables	1 mile	3 miles	5 miles
2022 Total Population	12,373	61,468	85,783
2022 Household Population	10,938	58,824	82,860
2022 Family Population	5,124	34,864	54,006
2027 Total Population	12,628	62,693	89,128
2027 Household Population	11,193	60,048	86,205
2027 Family Population	5,189	35,222	55,946

Variables	1 mile	3 miles	5 miles
2022 Per Capita Income	\$35,639	\$38,675	\$40,811
2022 Median Household Income	\$50,838	\$56,542	\$64,221
2022 Average Household Income	\$74,807	\$82,616	\$90,793
2027 Per Capita Income	\$42,100	\$46,129	\$48,775
2027 Median Household Income	\$59,837	\$69,290	\$78,301
2027 Average Household Income	\$87,521	\$97,601	\$107,680



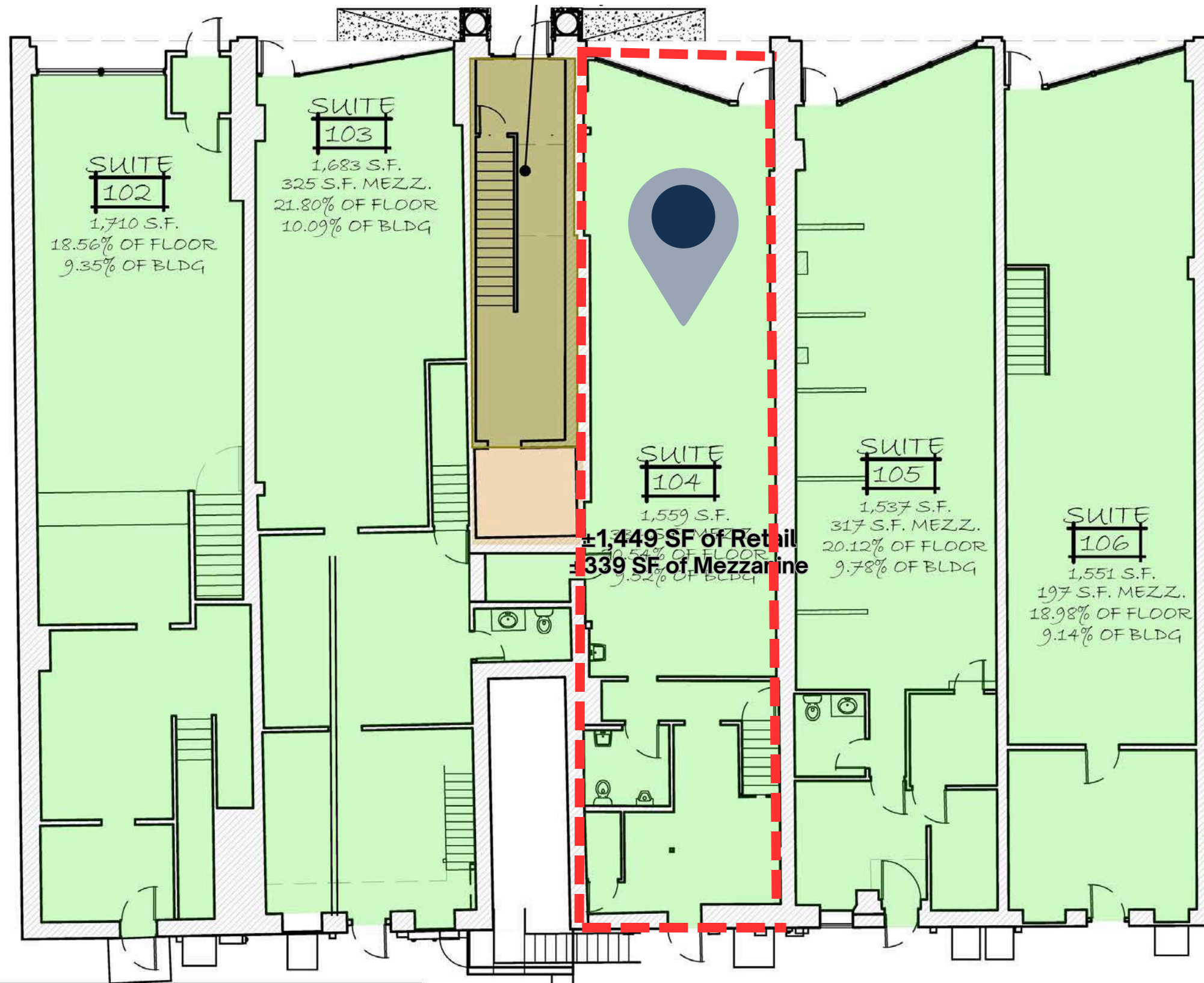
Area Employment Heat Map

PROPERTY DETAILS



SterlingCRE
ADVISORS





STAIR/ LOBBY 101	363.75 S.F.
PORTION OF FIRST FLOOR AREA:	3.95%
OVERALL PORTION OF ENTIRE BUILDING:	1.05%
MECHANICAL AREAS	
ELEVATOR	87.50 S.F.
PORTION OF FIRST FLOOR AREA:	0.48%
OVERALL PORTION OF ENTIRE BUILDING:	0.06%
TOTAL FIRST FLOOR FOOTPRINT:	8,492 S.F.
NOTE: AREAS INDICATE THE FLOOR SHOWN ONLY - TOTAL BUILDING AREA PERCENTAGE IS THE SUITE'S TOTAL AREA OF THE BUILDING	

111 North Higgins Ave.
Suite 420
Missoula MT 59802
tel.406.241.7707
email

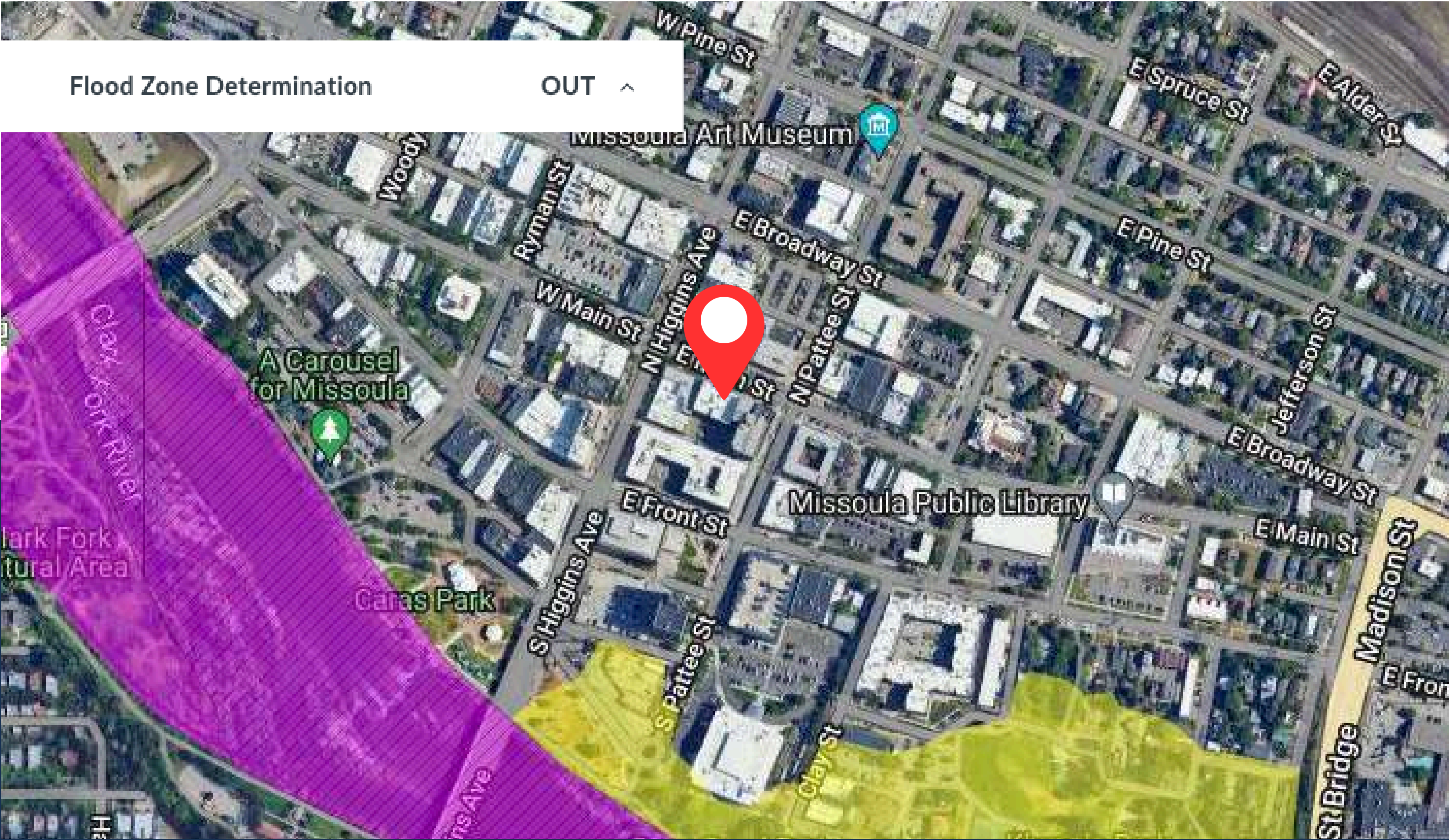
D V G
Architecture
and Planning P.C.

First Floor Plan



Flood Zone Determination

OUT ^



Flood Plain





Utilities Map

MARKET OVERVIEW



SterlingCRE
ADVISORS

Retail Market Update | Missoula

	2023	2022	Percent Change from 2022
Vacancy Rate (Avg Annual)	2.61%	3.43%	-0.82%
Average Lease Rate*	\$19.73	\$19.03	+3.68%
Sales Transactions	20	36	-44.44%
Average Sales Price**	\$203.07	\$280.20	-27.52%
*Price Per Square Foot, NNN Equivalent **Price Per Square Foot			

New retailers may want to budget extra time to find a storefront and get it ready for the public. Retail space is in short supply. The best spots have been listed and leased in less than 30 days. The average price was down in 2023, but was heavily skewed by a number of subprime offerings. Turnkey properties are trading for well above that average, pushing into the \$300+ per square foot range in downtown. The pipeline is minimal and vacancy is likely to remain low through 2024.

It also may pay off to scout out new locations in the Missoula area. New housing developments on the edge of the city are creating new concentrations of residents. While being the first to jump into a new market can be a risk, it can also be an opportunity to grab market share.



Opportunities

- > Look for office spaces that can be updated for retail uses
- > New residential development in Northwest Missoula needs retail

Missoula Air Service

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

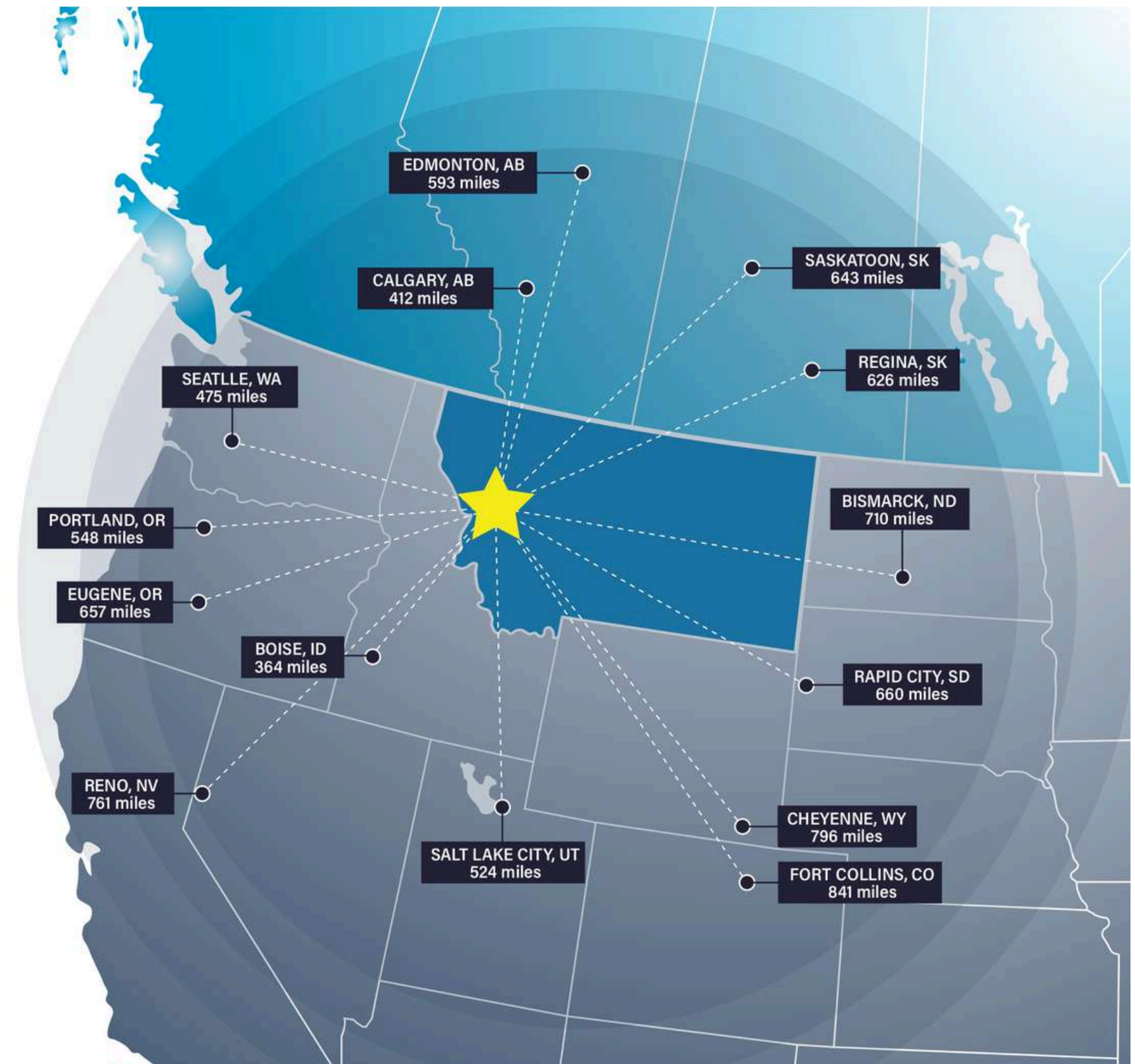


Missoula Access

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



PatientOne

Cognizant



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



ACCOLADES

#1 Most Fun City for Young People

Smart Assets

#2 Best Places to Live in the American West

Sunset Magazine

Top 10 Medium Cities for the Arts

2023 Southern Methodist University

#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

Top 10 Cities for Beer Drinkers

2015, 2016, 2017, 2019, 2022

International Public Library of 2022

The International Federation of Library Associations World Congress

PEOPLE

12.5% Population Growth - 2012-2022

Missoula ranks among highest net migration cities in US

Median Age 34 Years Old

The median age in the US is 39

58.8% Degreed

Associates 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

Brokerage and Marketing Team



CLAIRE MATTEN, CCIM | SIOR
Commercial Real Estate Advisor

Claire has a long record of successfully guiding local, national, and multi-national clients with their commercial real estate acquisitions, lease obligations, asset reposition and dispositions. Claire specializes in industrial investment, commercial office, and self-storage properties.



JESSICA BALDWIN
Brand Marketing & PR Director

Jessica enhances property visibility through strategic marketing in print, digital, and PR. Drawing on her background in brand building and online lead generation, she effectively positions properties to attract the right audience, maximizing their market presence and investment potential.



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.



MAGGIE COLLISTER
Marketing & Project Analyst

With a background in real estate development and graphic design, Maggie creates punchy and compelling marketing pieces for listings. Her understanding of real estate and economic trends and data create strong selling points for properties in Montana's growing markets.



SARA TOWNSLEY
Research Director

Sara manages the extensive library of real estate data that provides the Sterling team accurate and up to date information on transactions and sales. Her attention to detail and organization allows for efficient valuations and pricing guidance. Sara is also the first to know about new developments and businesses in the community.

Disclaimer

CONFIDENTIALITY & DISCLAIMER All materials and information received or derived from SterlingCRE Advisors its directors, officers, agents, advisors, affiliates, and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, the financial performance of the property, the projected financial performance of the property for any party's intended use or any and all other matters. Neither SterlingCRE Advisors its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. SterlingCRE Advisors will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing. EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE. Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third-party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. SterlingCRE Advisors makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. SterlingCRE Advisors does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors, and other issues in order to determine rents from or for the property. Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies. All properties and services are marketed by SterlingCRE Advisors in compliance with all applicable fair housing and equal opportunity laws.