

Redevelopment Opportunity | Offering Memorandum

Riverfront Triangle

Missoula, MT 59802

Colliers

Accelerating success.

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Take aerial tour



Site

Property Overview

This site is the gateway to Downtown Missoula—home to a vibrant dining and retail scene, a nationally recognized arts district, the city’s office core and several new hotels. It’s a stones-throw from the University of Montana and directly across from the expanding Providence St. Patrick Hospital, a major regional medical hub. The property also features Clark Fork River frontage with access to the Riverfront Trail, connecting downtown to the university, national forests and beyond.

Property Details

Property Type	Investment
Land Size	+/- 5.11 Acres
Parcels	04220021123030000, 04220021123020000, 04220021123010000, 04220021123040000, 04220021113060000, 04220021122010000, 04220021113090000, 04220021113070000, 04220021113080000, 04220021122020000
Zoning	CBD-4 Central Business District - High-density office, residential and retail up to 125'





Facing East



Facing North



Facing South



Facing West

Financial Summary

Offered At:

\$15,200,000

River's Edge	2.56 Acres	\$69.86 PSF	\$7,800,000
Chicken Block	1.82 Acres	\$66.49 PSF	\$5,300,000
Wedge	.719 Acres	\$67.04 PSF	\$2,100,000
Total	5.11 Acres		\$15,200,000

Parcel Placement

 [Google Map](#)

 [Street View](#)

River's Edge

- | | |
|---|---|
| A 537 W. Front St.
Parcel Number
04220021113090000 | B 537 W. Front St.
Parcel Number
04220021113080000 |
| C 510 W. Front St.
Parcel Number
04220021113070000 | D 505 W. Front St.
Parcel Number
04220021113060000 |

Wedge

- | | |
|--|---|
| E 525 W. Broadway
Parcel Number
04220021122010000 | F 501 W. Front St.
Parcel Number
04220021122020000 |
|--|---|

Chicken Block

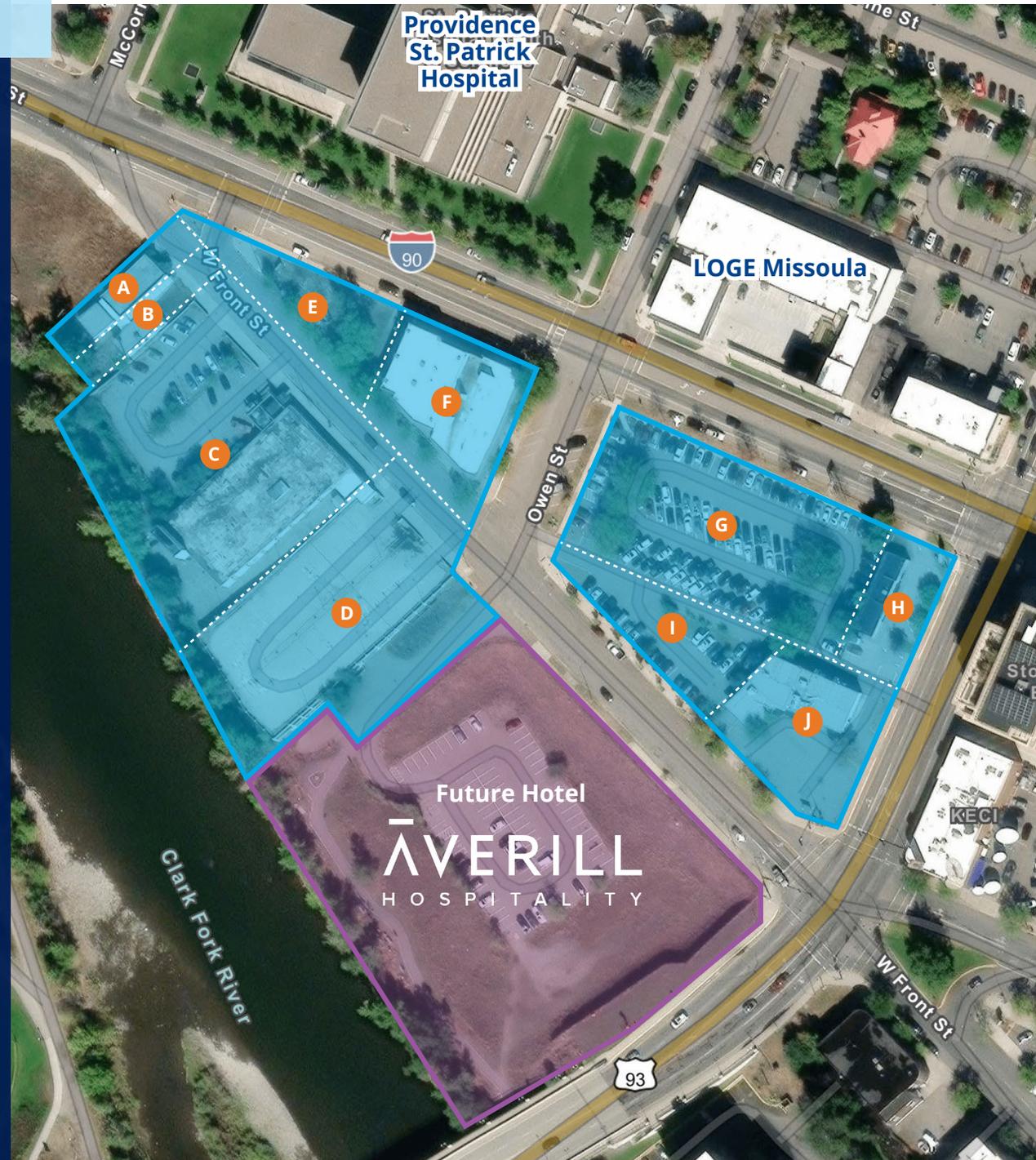
- | | |
|---|---|
| G 415 W. Broadway
Parcel Number
04220021123040000 | H 401 W. Broadway
Parcel Number
04220021123030000 |
| I 430 W. Front St.
Parcel Number
04220021123010000 | J 400 W. Front St.
Parcel Number
04220021123020000 |

VERILL
HOSPITALITY

▶ See how **Missoula's Riverfront Triangle** is taking shape

missoulacurrent.

City, Developer Announce
Riverfront Triangle Project



̄VERILL

HOSPITALITY

Averill Hospitality is a family-owned company based in Whitefish, Montana. Known for properties such as The Lodge at Whitefish Lake and the Firebrand Hotel, Averill specializes in delivering high-quality, Montana-inspired experiences. Their approach emphasizes community engagement, attention to place-based design and exceptional guest service. Averill also currently operates the DoubleTree by Hilton Missoula - Edgewater.



Source: www.engagemissoula.com/riverfront-hotel

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Visit website



Whitefish Riverfront Hotel – Whitefish, MT



The Lodge at Whitefish Lake – Whitefish, MT



Firebrand Hotel – Whitefish, MT

Riverfront Hotel Renderings



At the heart of this development will be a state-of-the-art hotel and conference center designed to cater to both business and leisure travelers. With luxurious accommodations and modern amenities, visitors will find a welcoming retreat that embodies the unique spirit of Missoula. The hotel will serve as an ideal venue for conferences, weddings, and special events, bolstering the city's reputation as a premier destination for gatherings. Even more exciting than that, we anticipate the pending development of this beautiful facility and its surrounding grounds will be a beacon to attract additional investment in this area.

̄VERILL

Averill Hospitality Development
Website

̄VERILL
HOSPITALITY



Retail Map

 [Google Map](#)

 [Street View](#)



Site

Rattlesnake Wilderness
73 Miles of hiking trails

INTERSTATE 90
3 Min Drive

usbank
Residence Inn
drybar
TAMARACK
HOLIDAY INN
IRON HORSE
PLOK
BLACK COFFEE
GL
MARRIOTT

MISSOULA
Downtown
5 Min Walk

The University of Montana
1.2 Miles
5 Min Drive

McDonald's
Starbucks
Albertsons
Days Inn
BURGER KING
Comfort
6
TACO BELL
FIVE GUYS
ACE
BURGERS and FRIES
Hardware

- [Click any item below to view the map](#)
- [Roadway Maps](#)
- [Missoula Service Area Map](#)
- [Public Utilities Map](#)

Top Employers

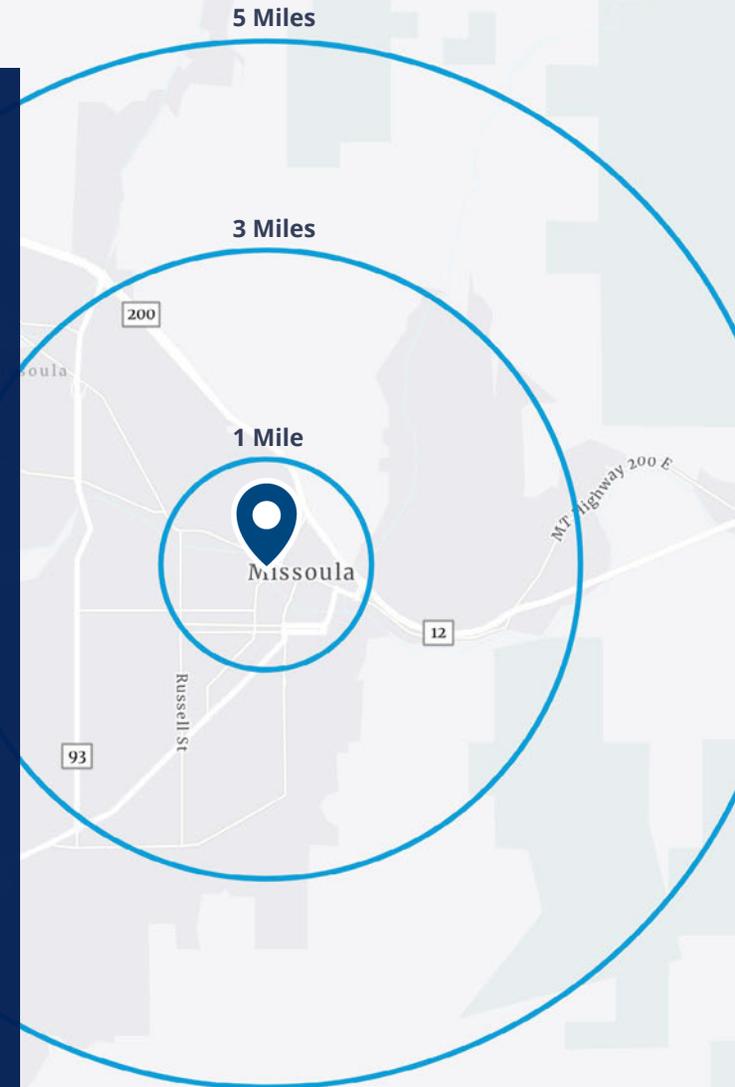
 [Google Map](#)

 [Street View](#)



Demographics

	1 Mile	3 Miles	5 Miles	10 Min Drive
Population				
2025 Estimated Population	13,709	62,742	86,632	65,621
2030 Projected Population	14,213	64,273	90,164	67,573
2000 Census Population	11,542	50,014	67,334	50,081
Projected Change '25-'30	.72%	.48%	.80%	.59%
Household				
2025 Estimated Households	7,354	29,455	38,974	30,684
2030 Projected Households	7,654	30,422	40,793	31,822
2010 Census Households	6,191	25,234	33,044	25,915
Historical Change '20-'25	1.20%	0.87%	1.17%	.97%
Income				
2025 Est. Average HH Income	\$72,964	\$88,178	\$97,099	\$86,914
2025 Est. Median HH Income	\$55,236	\$63,204	\$71,504	\$62,825
Misc.				
2025 Median Home Value	\$476,032	\$481,036	\$507,923	\$464,474
2025 Median Gross Rent	\$1,586	\$1,492	\$1,403	\$1,507
2025 Est. Labor Population Age 16+	9,640	39,037	52,584	40,752
2025 Est. Total Housing Expenditures	\$472,988,923	\$2,267,042,405	\$3,284,801,588	\$2,328,777,539



Potential Future Land Use

The Riverfront Triangle represents a premier redevelopment opportunity for visionary investors and developers. Situated along Missoula's vibrant riverfront, this landmark site offers the rare ability to create a signature project that will elevate the city's skyline and attract top-tier tenants. Its unmatched location, scale and visibility make it a once-in-a-generation canvas for bold, legacy-making development.



Potential Future Land Use Cont.



Front St. Plaza

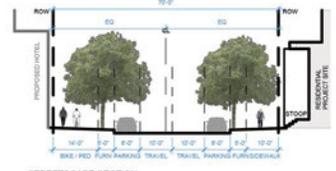


SITE PLAN

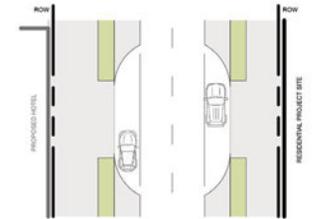
PROJECT SUMMARY:

- 6 STORIES ABOVE-GRADE
- 1 LEVEL BELOW-GRADE PARKING
- 4 LEVELS TYPE V CONSTRUCTION OVER TYPE I PODIUM
- MAX BUILDING HEIGHT = 70'
- APPROX 200 RESIDENTIAL DWELLING UNITS

OWEN & FRONT ST. ROW DIAGRAMS:



STREETSCAPE SECTION



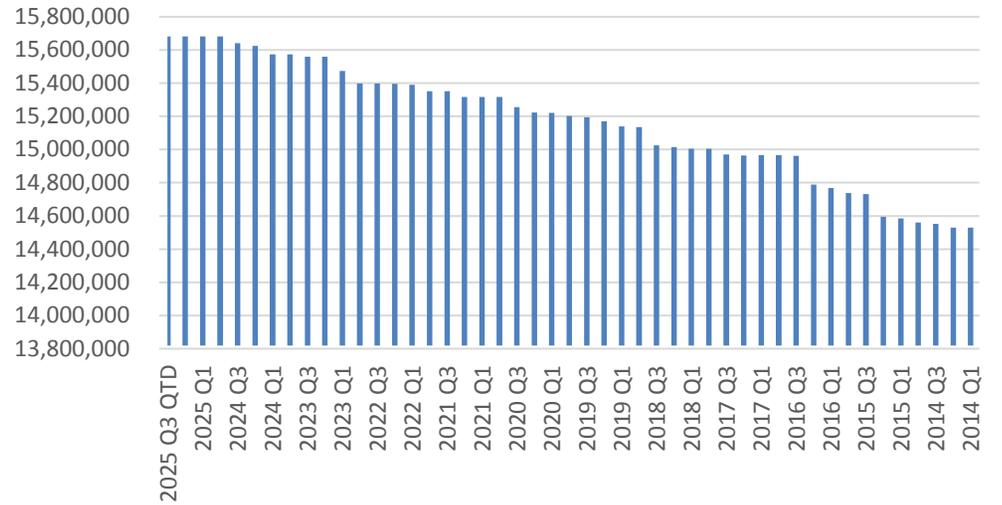
STREETSCAPE PLAN



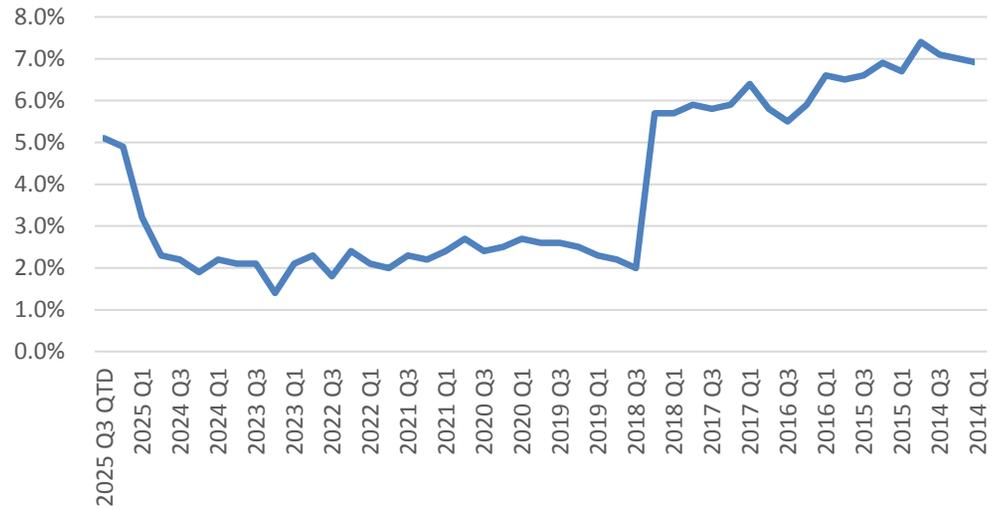
Submarket Snapshot



Total Commercial Inventory-SF



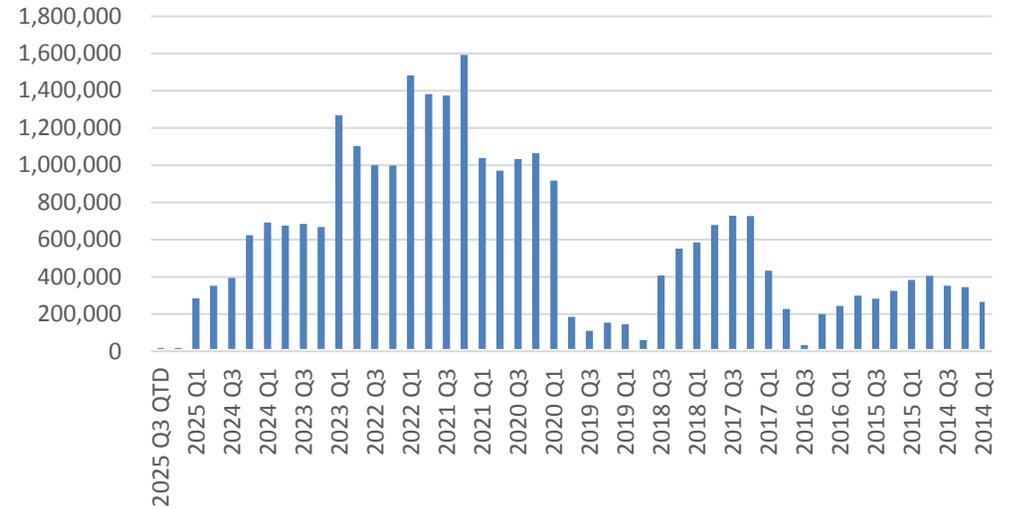
Vacancy Rates



Submarket Snapshot Cont.



Under Construction-SF



Asking Rates





Local Area Overview - Missoula

Riverfront Triangle is just 10 minutes from Missoula International Airport, offering direct flights to major cities and quick access to the University of Montana, top medical care and a vibrant, talented workforce.

Adjacent to 22 miles of exceptionally maintained trail system and an 87/100 walkability rating, shopping, dining and the University of Montana are just minutes from the Riverfront Triangle.

Investment in downtown accessibility is robust—Missoula [ranks 5th nationally](#) in spending per-capita on walking and biking, with ongoing enhancements to Higgins Avenue and riverfront access.

The local economy is diverse, thriving on education, healthcare, tourism, startups and tech, [backed by steady business](#) and infrastructure investment.



Homeownership Rate

58.8%



Median Age

33.9



2024 Median Household Income

\$72,064



College educated population

40.3%



Sunny days per year

152 (41.6%)



Unemployment

2.0%



550 acres of national parks within an hour driving distance



Air Quality Rating

31(good)



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Redevelopment Opportunity | Offering Memorandum

Riverfront Triangle

Missoula, MT

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