



**High-Visibility Development Opportunity**  
**4850 North Reserve Street**  
**Missoula, Montana 59808**



**SterlingCRE**  
ADVISORS



*Invest in the West*

**SterlingCRE is pleased to present an exceptional development opportunity at 4850 North Reserve Street in Missoula, Montana.**

This high visibility acquisition opportunity encompasses approximately ±0.95 acres and can accommodate a wide variety of uses including medical, retail, office, hospitality, industrial and educational uses. Situated along Missoula’s bustling North Reserve corridor, 4850 North Reserve Street resides along a main arterial into town as vehicles exit off Interstate 90. With a traffic count of ±22,102 vehicles per day (2021 AADT) the subject property is surrounded by hotels, restaurants, convenience stores and other commercial uses.

Multiple ingress/egress points allow for fluid traffic flow on the site. Furthermore, the 205 feet of frontage along Reserve Street ensures for excellent signage/exposure potential. The structures have been cleared to prepare the site for development.

Positioned near a substantial population base and amidst expanding commercial and residential developments, 4850 North Reserve Street represents a rare opportunity to establish a presence in one of Montana’s busiest commercial areas.

- Key Highlights:
- ±0.95 acre site
  - Structures have been cleared to prep for development
  - City sewer at the property, water is adjacent in Grant Creek Road
  - Reserve Street frontage
  - 22,102 VPD Traffic Count
  - Conveniently close to the Interstate 90 interchange

**Presented by**

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<b>Asking:</b>	\$1,699,000
<b>Address:</b>	4850 North Reserve Street Missoula, Montana 59808
<b>Property Type:</b>	Vacant Land
<b>Total Acreage:</b>	±0.95 acres (±41,382 SF)
<b>Access</b>	North Reserve Street/Grant Creek Road
<b>Zoning:</b>	C1-4, city of Missoula
<b>Geocode:</b>	04-2200-05-3-02-03-0000
<b>Property Taxes:</b>	\$16,174.93 (2022)
<b>Services:</b>	City sewer and city water in Grant Creek Road
<b>Traffic Count:</b>	±22,102 vehicles per day

[LINK TO LISTING](#)

[LINK TO VIDEO](#)



Site is cleared and ready for development



Located on one of Missoula's busiest commercial corridor



Within ±0.25 miles of the Interstate 90 interchange



Features over 200 feet of frontage on Reserve Street, with dual points of ingress/egress from Reserve Street and Grant Creek Road.



Flexible C1-4 zoning



Significant traffic volumes





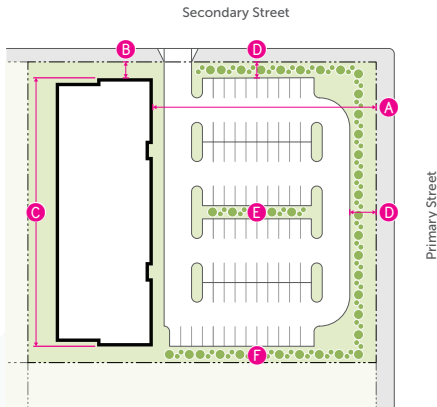


E. Corridor Typology 4

Typology 4 Corridors continue to facilitate larger-format commercial development that caters to the needs of drivers, but provide an attractive edge environment that softens the visual impact of parking and buffers the pedestrian. Flexibility in parking siting and variety in building placement relative to the street is supported. Development should not be a barrier to connectivity, and opportunities to enhance pedestrian and multi-modal mobility should be promoted.

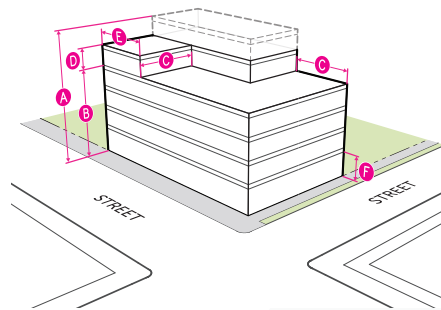
1. Site Design

(See 20.25.080C.3.)



2. Vertical Scale

(See 20.25.080C.4.)



BUILDING	
A Street setback: primary street (min)	15'*
B Street setback: secondary street (min)	10'
Build-to zone (min/max)	n/a
Build-to width	n/a
C Building width (max)	600'
PARKING	
Parking between building and street	Allowed
D Parking setback from street (min)	10'
E Interior parking lot landscaping	Required
F Parking lot perimeter screening	Required

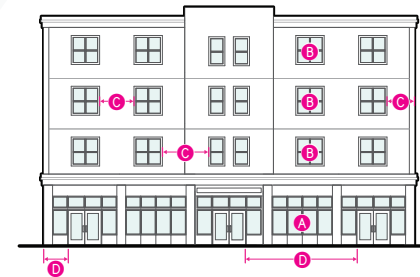
BUILDING HEIGHT	
A Building height (max)	See underlying zoning
UPPER STORY STEPBACK	
B Street wall height (max)	60' 4 stories
C Stepback depth (min)	15'
D Stepback exception: height (max)	15' 1 story
E Stepback exception: width (max)	30%
FLOOR TO CEILING HEIGHT	
Residential (min)	10'
F Non-residential (min)	13'

\* See 20.25.082E.5 for special setback.

Corridor Typology 4

3. Facade Design

(See 20.25.080C.5.)



	Primary Street	Secondary Street
GROUND FLOOR		
A Glazed area: commercial (min)	35%	25%
Glazed area: residential (min)	20%	20%
UPPER FLOOR		
B Glazed area (min)	20%	20%
C Blank wall width (max)	16'	16'
ENTRANCES		
D Street-facing entrance	Visible from the Corridor	n/a
E Distance between entries (max)	160'	160'

4. Materials / Articulation

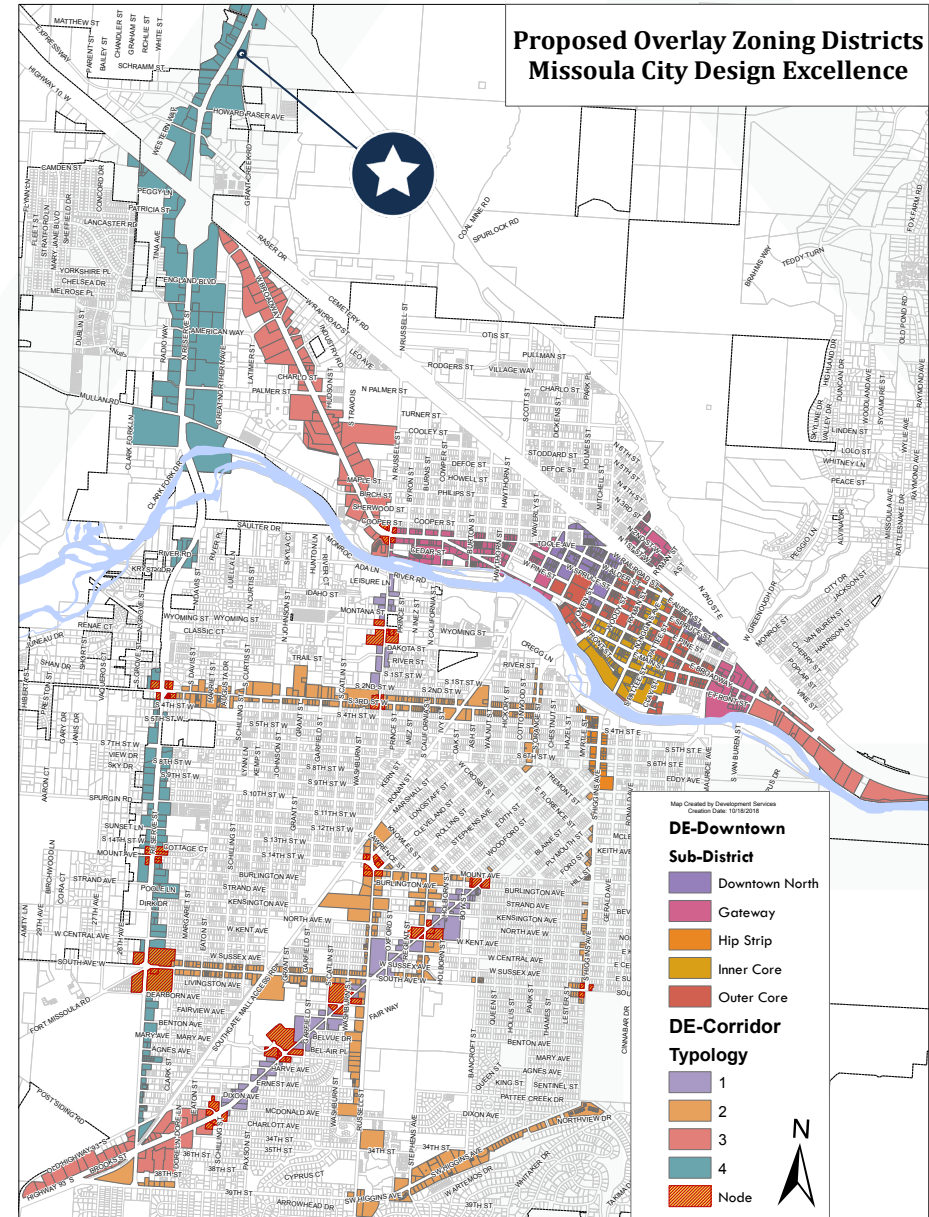
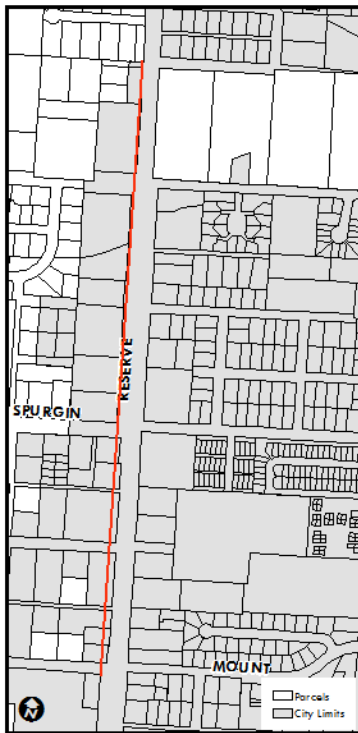
(See 20.25.080C.6.) / (See 20.25.080C.7.)



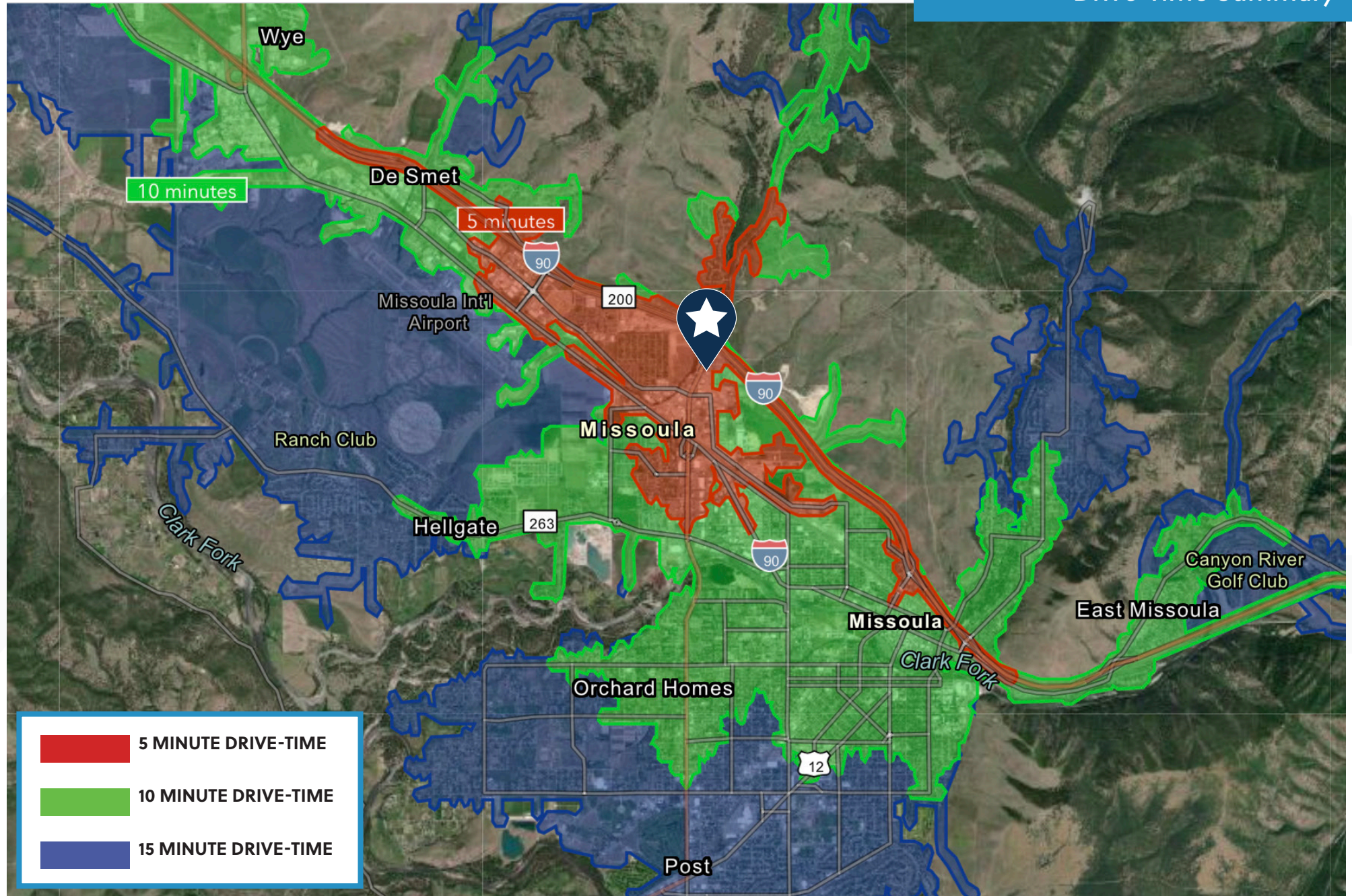
	Street-facing	Non-street-facing
MATERIAL COVERAGE		
A Natural material (min)	10%	n/a
B Synthetic Stucco: ground floor (max)	75%	n/a
C Synthetic Stucco: upper floor (max)	85%	n/a
MASS VARIATION		
Building width: 50'-200'	n/a	n/a
Building width: 200' +	Required	n/a
FACADE ARTICULATION		
Building width: 50'-200'	Required	n/a
Building width: 200' +	Required	n/a

### 5. Special Setback

In Corridor Typology 4, due to irregular right-way, the setback along the west side of Reserve Street generally from Mount Street and South 5th Street West, as more specifically depicted on the map below, will be measured from the back edge of a 30-foot "no build" line that begins at the back of the existing curb and approximates the right-of-way line for the blocks to the north and south of the designated area.









# Key Facts

4850 N Reserve St, Missoula, Montana, 59808

## Demographic Summary 10

### HOUSING STATS

0 - 5 minutes



#### Households By Income

The largest group: \$50,000 - \$74,999 (20.1%)

The smallest group: \$200,000+ (4.0%)

Indicator ▲	Value	Diff	
<\$15,000	7.7%	-1.0%	<div style="width: 100%;"></div>
\$15,000 - \$24,999	7.7%	-0.5%	<div style="width: 100%;"></div>
\$25,000 - \$34,999	6.1%	-0.9%	<div style="width: 100%;"></div>
\$35,000 - \$49,999	19.1%	+3.4%	<div style="width: 100%;"></div>
\$50,000 - \$74,999	20.1%	-1.2%	<div style="width: 100%;"></div>
\$75,000 - \$99,999	12.7%	-1.7%	<div style="width: 100%;"></div>
\$100,000 - \$149,999	17.8%	+4.7%	<div style="width: 100%;"></div>
\$150,000 - \$199,999	4.8%	-1.3%	<div style="width: 100%;"></div>
\$200,000+	4.0%	-1.4%	<div style="width: 100%;"></div>

Bars show deviation from

### KEY FACTS

0 - 5 minutes

**5,650**

Population



Median Age



Average Household Size

**\$59,219**

Median Household Income

**1,595**

2022 Owner Occupied Housing Units (Esri)

**1,120**

2022 Renter Occupied Housing Units (Esri)

### BUSINESS

0 - 5 minutes



**603**

Total Businesses



**9,083**

Total Employees

Variables	0 - 5 minutes	5 - 10 minutes	10 - 15 minutes
2022 Total Population	5,650	43,620	30,584
2022 Household Population	5,647	41,470	29,981
2022 Family Population	3,790	23,218	20,788
2027 Total Population	5,958	44,984	30,931
2027 Household Population	5,955	42,834	30,328
2027 Family Population	3,962	23,796	20,890

Variables	0 - 5 minutes	5 - 10 minutes	10 - 15 minutes
2022 Per Capita Income	\$37,554	\$33,784	\$35,298
2022 Median Household Income	\$59,219	\$50,632	\$59,824
2022 Average Household Income	\$81,613	\$71,906	\$83,448
2027 Per Capita Income	\$43,018	\$38,785	\$40,916
2027 Median Household Income	\$68,764	\$57,084	\$68,914
2027 Average Household Income	\$92,326	\$82,158	\$96,378

## 4850 N Reserve St, Missoula, Montana, 59808

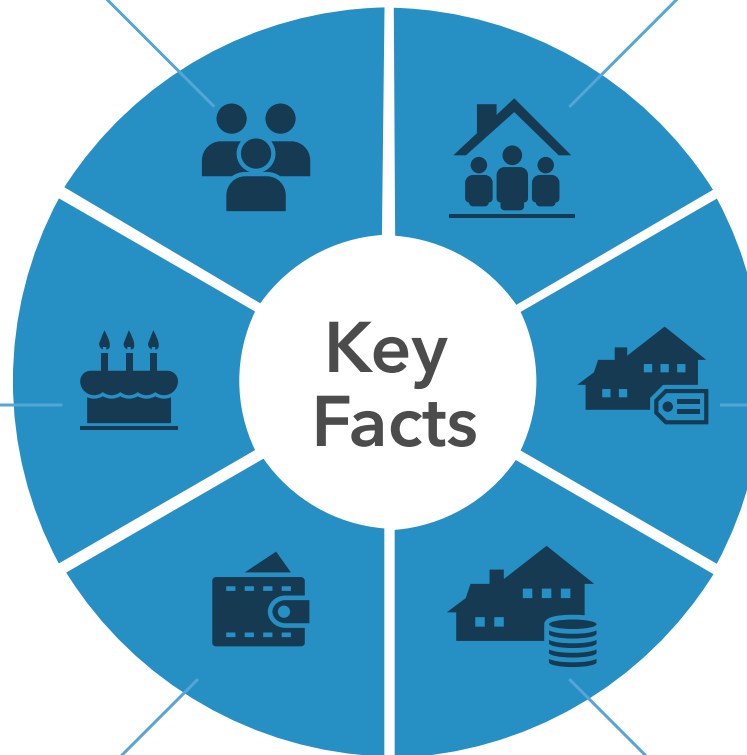
Total Population  
**5,650**

With growth of **1.1%**, the population is expected to reach **5,958** by 2023

Total Households  
**2,715**

An estimated **11.3%** households live below the poverty line while **2.1%** have \$200,000 or more in disposable income.

Drive time band of 0 - 5 minutes



Median Age  
**36.7**

21.8% are under 18, 63.9% 18-65 and 14.3% 65 or older.

Home Value  
**\$302,569**

Home ownership rate is **58.8%**, representing **1,595** homes while **6.4%** are vacant.

Disposable Income  
**\$50,515**

Household expenditure is **\$70,828** per year, with **\$3,343** spent eating out, **\$8,388** on transport and **\$21,224** on retail.

Household Income  
**\$59,219**

With an average of 2.08 people per household, the per capita income is \$37,554.

Source: Esri, Esri-U.S. BLS, ACS  
Esri forecasts for 2027, 2022, 2017-2021



# What's in My Community?

Places that make your life richer and community better

4850 N Reserve St, Missoula, Montana, 59808  
0 - 5 minutes





**SterlingCRE**  
A D V I S O R S



## Commercial Real Estate Services

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