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FOR IMMEDIATE RELEASE

Diverse Coalition of Missoulians Championing an Equitable City Zoning Code

Missoula, MT – – [ProHousing Missoula](#) (PHM), a new coalition supporting more housing options, publicly launched during an introduction to Missoula City Council on Monday, March 4th. Spurred to action by the crushing housing shortage in Missoula and seeing working families priced out of the community, PHM formed to advocate for more abundant and affordable housing in every neighborhood, starting with the upcoming Missoula 2025 Zoning Code Reform and Growth Policy Update. **The coalition’s first action - a letter to the Mayor and City Council outlining a vision for the Our Missoula Code Reform process - is supported by a large and diverse coalition of concerned citizens, climate and housing advocates, and industry professionals dedicated to advancing housing affordability and vibrant, connected neighborhoods in Missoula.** Currently this includes Forward Montana, Montana Women Vote, Families for a Liveable Climate, North Missoula Community Development Corporation, Missoula Tenants Union, Missoula Institute for Sustainable Transportation, Hone Architects + Builders, DVG Architects, Upslope Group, Missoula Real Estate Meetup, Sightline Institute, COLŌ Architecture, Beyond Building, Montana Youth Action Board, and UM Bear Necessities, with others joining on a weekly basis.

PHM’s letter makes two key requests of Missoula’s city leadership, staff, and consultants: 1) Ensure project completion by the established deadline of January 2025. And 2), ensure that Missoula’s zoning code is among the most pro-housing in the country, creating housing opportunities for generations of neighbors to come.

In addition, PHM proposes that the new zoning code be built upon the following four pillars:

- 1. Diverse, abundant, and affordable housing** - Legalizing a variety of housing types to meet the needs of accessibility and affordability needs for Missoula residents.
- 2. Compact, walkable, and human-scale neighborhoods** - Encouraging the development of neighborhoods that prioritize pedestrian-friendly design, connectivity, and a sense of community.
- 3. Shared responsibility** - Creating opportunities for development city-wide to ensure equitable growth amongst all neighborhoods.

4. Stronger financial and regulatory support for deeper levels of affordability -

Implementing policies that support the creation and preservation of permanently affordable housing units, ensuring availability of stable housing options for generations.

Brittany Palmer, Executive Director of North Missoula Community Development Corporation and member of ProHousing Missoula, shares, “This diverse group of community members has come together in recognition that, while Missoula leaders have made significant strides toward housing for all, we are still in a housing crisis and continue to see neighbors displaced from our City due to a lack of affordable homes. We need to be using every available tool to create a more equitable Missoula that allows residents and their kids and grandkids to continue to call this place home. The next key step is making sure the Our Missoula project results in a zoning code that supports a gentle and incremental increase of homes and amenities available to community members in all neighborhoods across Missoula.”

To celebrate the formation of ProHousing Missoula and its vision for code reform, PHM will be hosting a **private launch party for coalition members and elected officials** on Wednesday, March 13th at 5 pm at GoodWorks Place. We invite the press to join, listen to speakers, and meet with the diverse coalition of supporters.

For more information about ProHousing Missoula and its vision for Missoula's housing future, please visit prohousingmissoula.org.

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