



SterlingCRE  
ADVISORS

# John R. Toole House

1005 Gerald Avenue | Missoula, Montana

An exceptional historic property, well positioned for a thoughtful commercial or residential conversion.

Represented By

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# Opportunity Overview

SterlingCRE Advisors is pleased to present The John R. Toole House at 1005 Gerald Avenue, a National Register-listed historic property offering a compelling adaptive reuse opportunity in Missoula's University District. The building totals approximately ±13,977 square feet above grade with an additional ±4,898 square feet of below-grade space, providing flexibility for a range of redevelopment concepts.

The property's historic designation makes it eligible for the Federal 20% Historic Tax Credit and Montana's 5% Historic Tax Credit. With these, a buyer can potentially offset up to 25% of qualified rehabilitation costs and materially improve redevelopment economics.

Combined with the property's quiet neighborhood setting, historic character, and adopted U-R4 zoning, which allows a broad range of uses by right, the asset offers a rare opportunity to reposition a legacy property while preserving its architectural and historical significance.

1005 Gerald Avenue is well-suited for an owner-user or mission-driven investor seeking a distinctive, neighborhood-compatible asset with long-term intrinsic value. Potential uses include boutique medical or wellness practices, institutional or educational users, professional office conversion, or residential condominium redevelopment consistent with historic preservation standards.

Properties of this quality and significance are exceptionally rare in Missoula's University district. Bring your vision and continue the tradition of beauty and architectural excellence for Missoula!

**NOTE:** As in most historic properties of this vintage, it is likely (though not verified) that the property is impacted by asbestos and/or lead-based paint. Additionally, a previous leak (now fixed) impacted the third floor. Buyers should conduct thorough due diligence to verify the exact status of these, and other, components of the property.

<b>Address</b>	1005 Gerald Avenue Missoula, Montana 59801
<b>Purchase Price</b>	\$2,995,000
<b>Property Type</b>	Residential / Commercial Mixed Use
<b>Total Acreage</b>	Acreage: ±0.77 ( ±33,615 SF )
<b>Building Size</b>	Main Floor: ±5,490 SF Second Floor: ±5,490 SF Third Floor: ±2,997SF <u>Basement: ±4,898</u> <b>Total: ±18,875 SF</b>
<b>Price Per Square Foot</b>	\$159/SF
<b>Residential Layout</b>	17 Bedrooms; 7 Bathroom

Lease option available. Please inquire for details.

Opportunity Overview

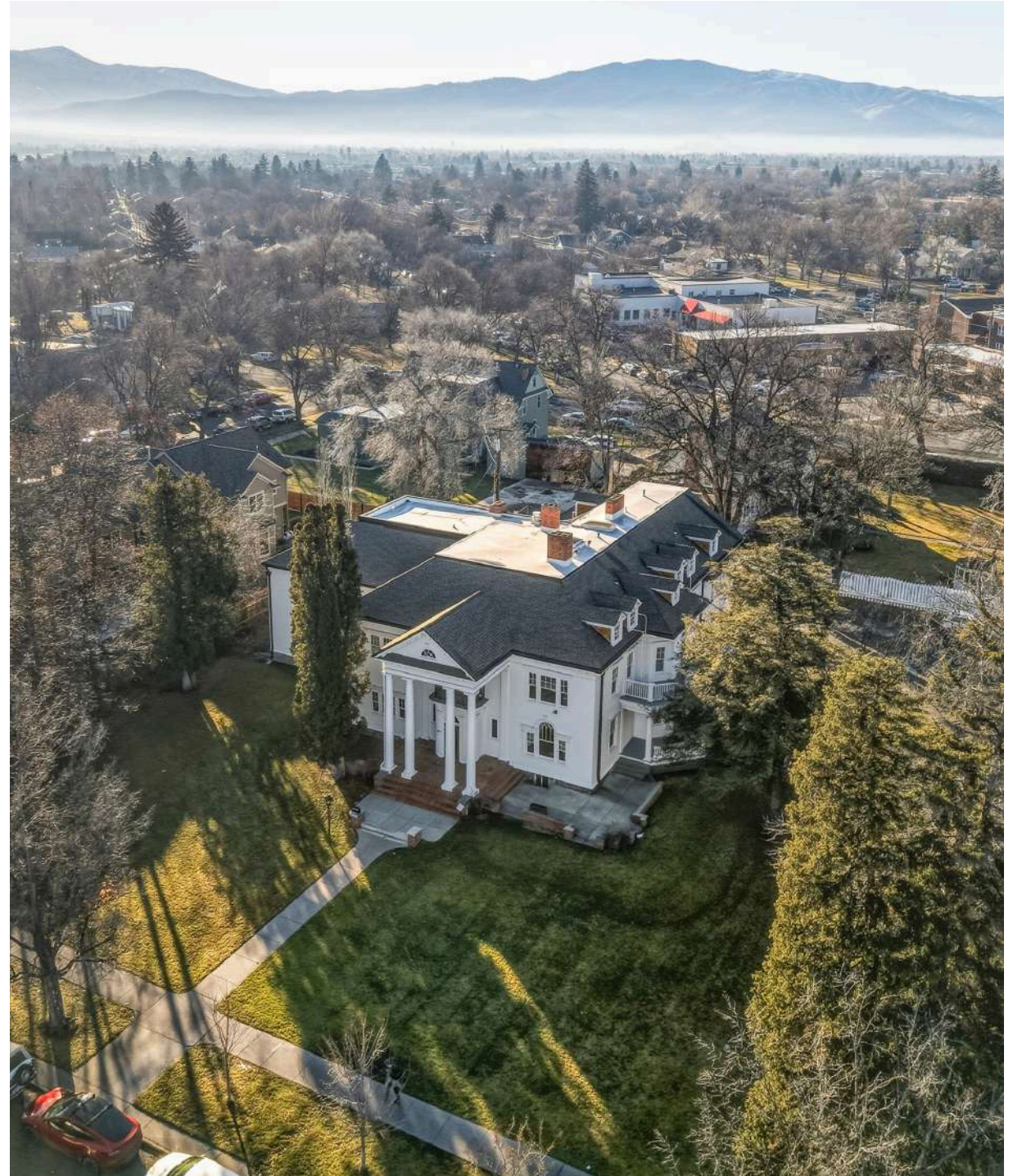
# Interactive Links

 [Link to Listing](#)

 [Street View](#)

 [3D Tour](#)

 [Video](#)



Interactive Links

# 1005 Gerald Avenue

\$2,995,000

<b>Building SF</b>	Main Floor: ±5,490 SF Second Floor: ±5,490 SF Third Floor: ±2,997SF Basement: ±4,898SF <b>Total: ±18,875 SF</b>
<b>Residential Overview</b>	17 Bedrooms; 7 Bathrooms
<b>Geocode</b>	04-2200-27-2-28-03-0000
<b>Year Built/Renovated</b>	1915, 1949, 1966
<b>Zoning</b>	U-R4 (Urban Residential 4)
<b>Access</b>	Gerald Avenue; Connell Avenue; Alley access of Higgins Avenue
<b>Services</b>	City of Missoula Water and Sewer
<b>Taxes</b>	\$44,370.74 (2025)
<b>Parking</b>	Dedicated Private Parking Lot via alley; Street Parking



Property Details



**Prime University District Location**  
Quiet, walkable setting near the University of Montana and downtown Missoula.



**Possibility of Historic Tax Credits**, allowing a buyer to potentially offset up to 25% of qualified rehabilitation expenditures.



**Adopted U-R4 Zoning** allows medical, office, institutional, and residential uses compatible with surrounding neighborhoods.



**Long-Term Hold Appeal** supported by historic designation, zoning flexibility, and irreplaceable architecture and construction.



**Flexible Adaptive Reuse Layout**  
 $\pm 13,977$  SF above grade plus  $\pm 4,898$  SF basement, suitable for a range of adaptive reuse concepts.



# LOCATION



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Image Courtesy of Google Earth

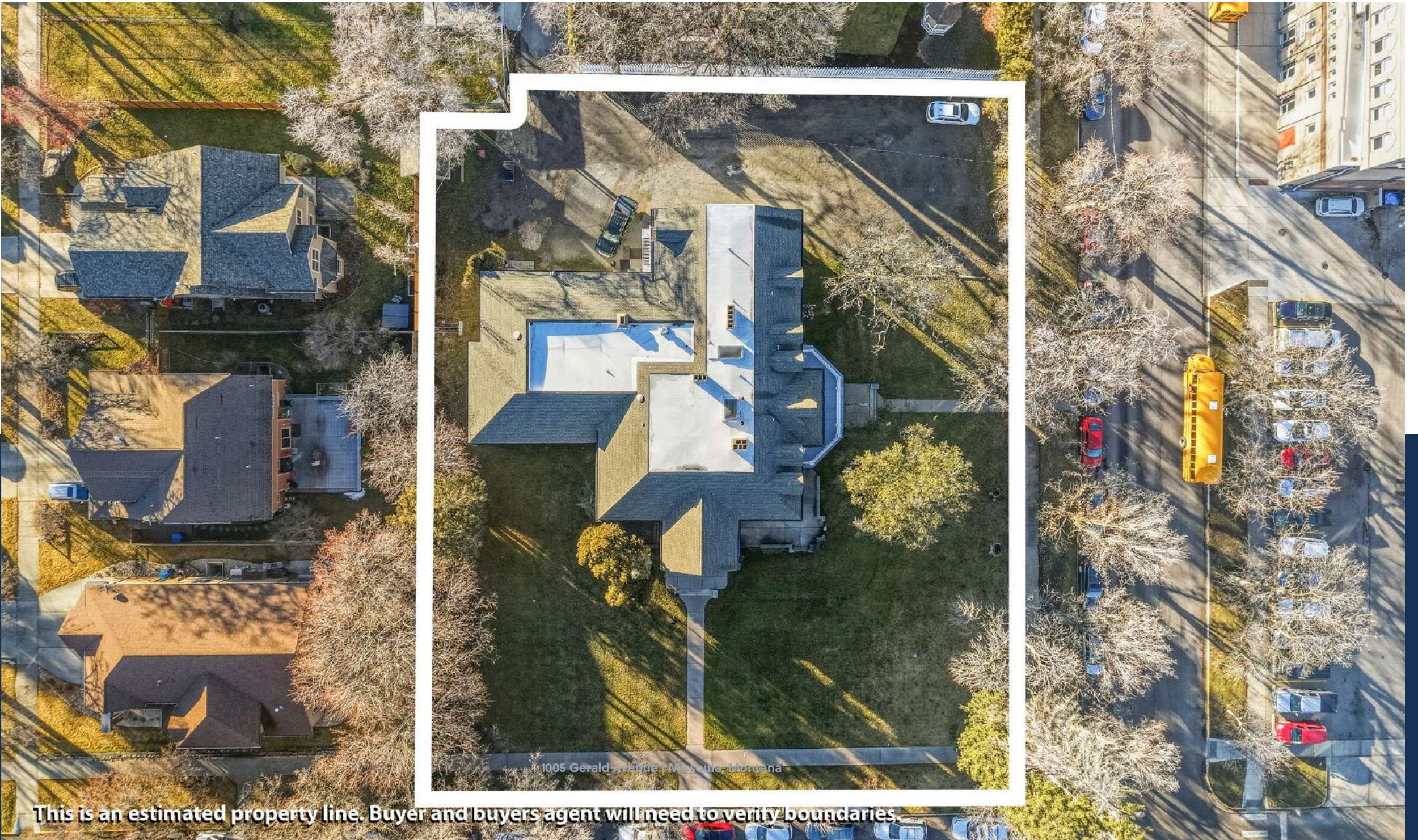


University of  
Montana

Hellgate High School

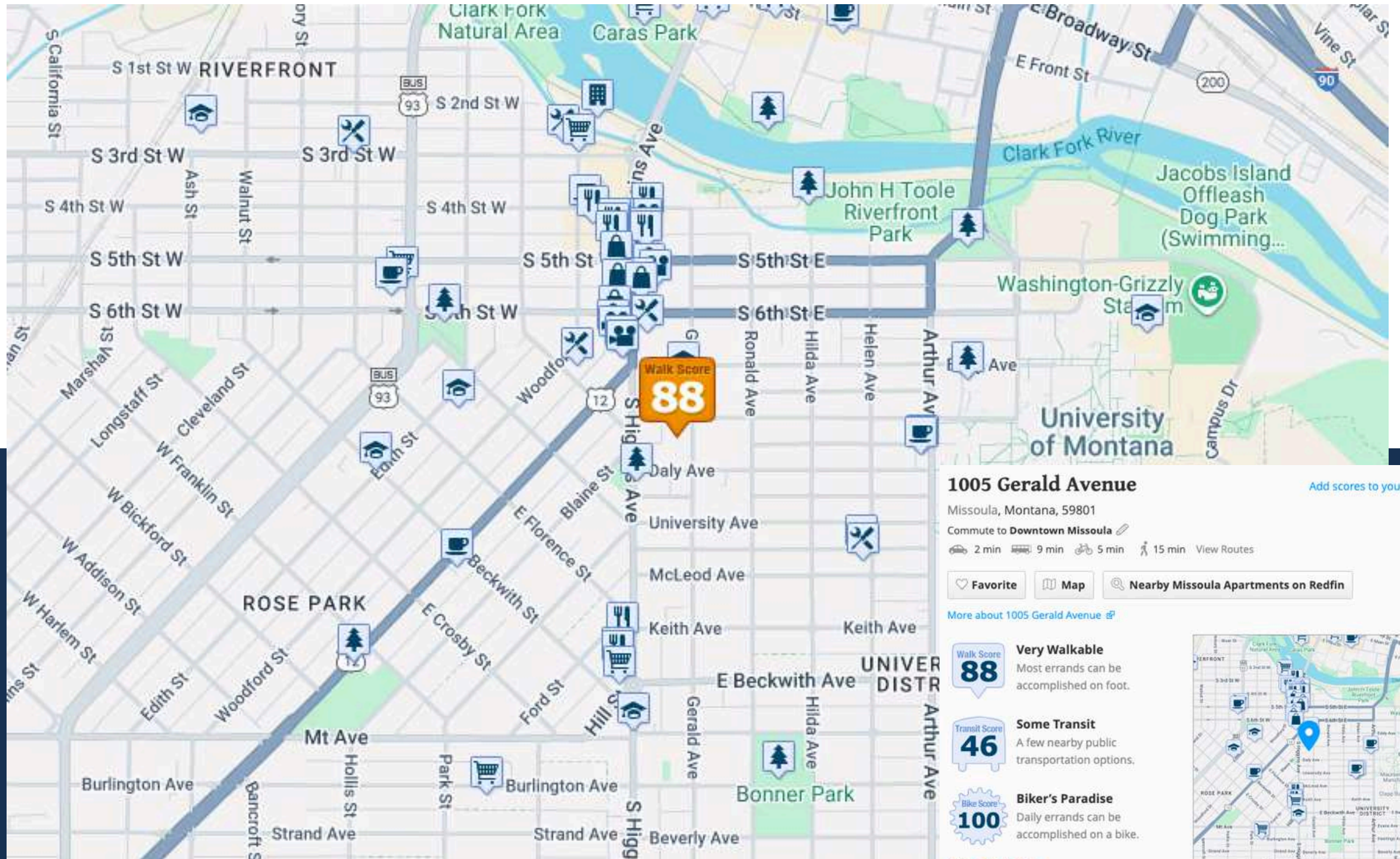
S Higgins Ave | ±9,098 VPD (2024 AADT)

105 Gerald Avenue | Missoula, Montana



1005 Gerald Avenue | Missoula, Montana

**This is an estimated property line. Buyer and buyers agent will need to verify boundaries.**



### 1005 Gerald Avenue

[Add scores to your site](#)

Missoula, Montana, 59801

Commute to **Downtown Missoula**

🚗 2 min 🚌 9 min 🚲 5 min 🚶 15 min [View Routes](#)

[Favorite](#)
[Map](#)
[Nearby Missoula Apartments on Redfin](#)

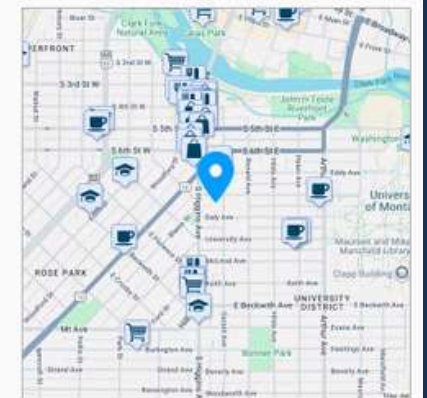
[More about 1005 Gerald Avenue](#)

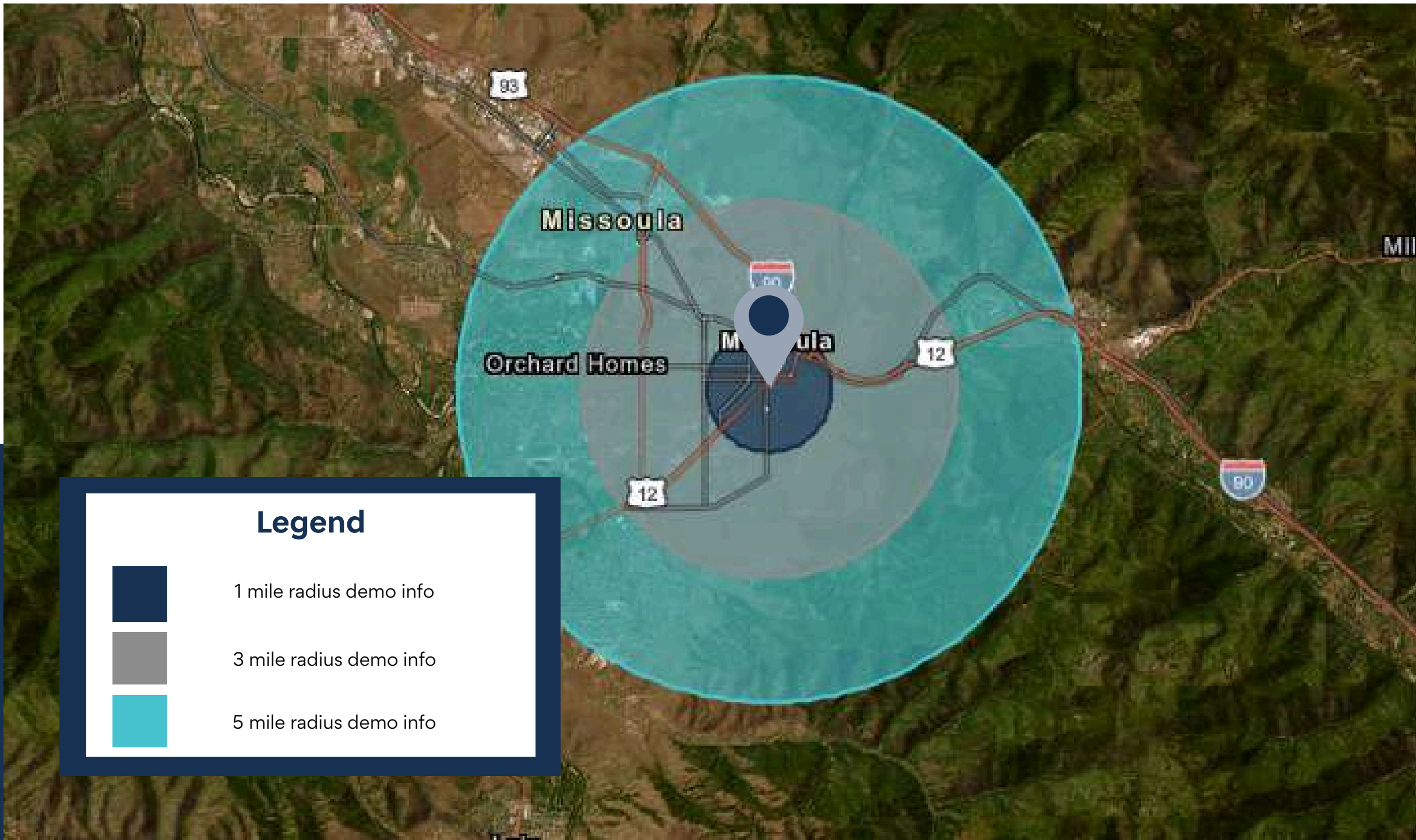
**Walk Score 88**  
**Very Walkable**  
 Most errands can be accomplished on foot.

**Transit Score 46**  
**Some Transit**  
 A few nearby public transportation options.

**Bike Score 100**  
**Biker's Paradise**  
 Daily errands can be accomplished on a bike.

[About your score](#)





### Legend



1 mile radius demo info



3 mile radius demo info



5 mile radius demo info

# Key Facts

## KEY FACTS

1 mile

14,006

Population



30.9

Median Age



1.9

Average Household Size

\$55,371

Median Household Income

2,234

2023 Owner Occupied Housing Units (Esri)

4,323

2023 Renter Occupied Housing Units (Esri)

## BUSINESS

1 mile



1,704

Total Businesses



19,995

Total Employees

## HOUSING STATS

1 mile



\$593,715

Median Home Value



\$7,365

Average Spent on Mortgage & Basics



\$883

Median Contract Rent

## 2025 Households by income (Esri)

The largest group: <\$15,000 (16.3%)

The smallest group: \$200,000+ (7.8%)

1 mile

Indicator ▲	Value	Diff
<\$15,000	16.3%	+7.6%
\$15,000 - \$24,999	9.1%	+2.6%
\$25,000 - \$34,999	10.3%	+2.8%
\$35,000 - \$49,999	10.6%	+0.7%
\$50,000 - \$74,999	14.4%	-0.9%
\$75,000 - \$99,999	10.1%	-4.2%
\$100,000 - \$149,999	12.5%	-6.1%
\$150,000 - \$199,999	9.0%	-0.6%
\$200,000+	7.8%	-1.7%

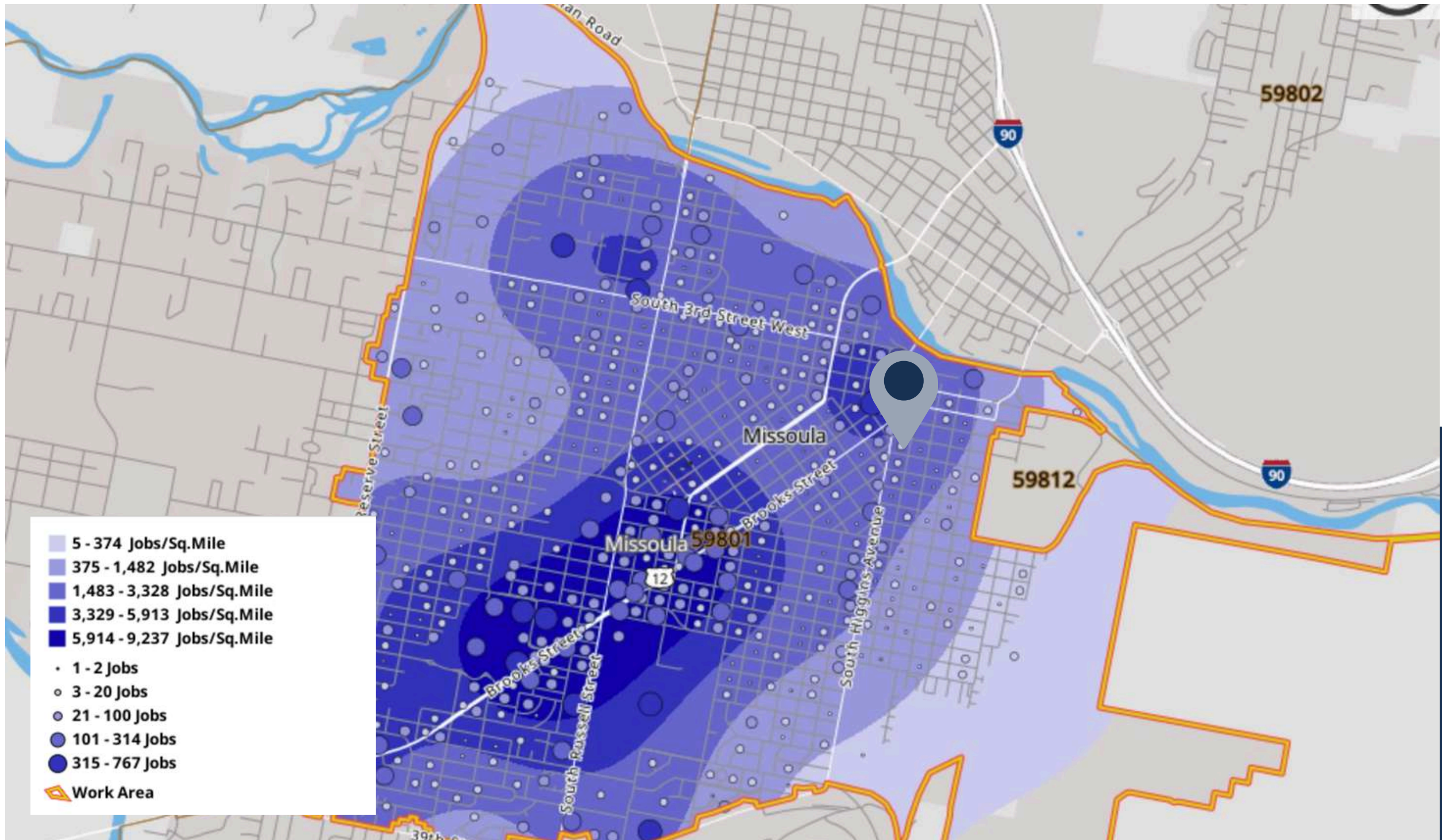
Bars show deviation from Missoula County

Variables	1 mile	3 miles	5 miles	ZIP Codes 59801 (Missoula)	Counties Missoula County	States Montana	United States of America
2022 Total Population	14,006	61,610	88,467	32,831	123,770	1,144,799	339,887,819
2022 Household Population	12,493	58,946	85,466	30,978	120,643	1,115,471	331,671,159
2022 Family Population	6,195	35,725	56,210	18,238	85,153	851,883	264,093,561
2027 Total Population	14,179	62,826	92,023	33,146	128,306	1,205,657	347,149,422
2027 Household Population	12,665	60,162	89,022	31,293	125,179	1,176,329	338,932,762
2027 Family Population	6,234	36,205	58,344	18,318	88,019	895,113	269,093,856

Variables	1 mile	3 miles	5 miles
2022 Per Capita Income	\$40,973	\$41,239	\$44,118
2022 Median Household Income	\$55,371	\$63,837	\$72,401
2022 Average Household Income	\$87,855	\$89,495	\$98,295
2027 Per Capita Income	\$45,657	\$46,251	\$49,736
2027 Median Household Income	\$63,990	\$73,238	\$81,808
2027 Average Household Income	\$97,121	\$99,622	\$110,214

This infographic contains data provided by Esri, Esri-U.S. BLS, ACS, Esri-Data Axle. The vintage of the data is 2025, 2030, 2019-2023.

© 2026 Esri



Area Employment Heat Map

An aerial photograph of a large, white, two-story house with a prominent front porch supported by columns. The house has a dark roof with several dormer windows. It is surrounded by a well-maintained lawn and a concrete walkway. In the background, there are mountains under a sunset sky with warm orange and yellow tones. The text "PROPERTY DETAILS" is overlaid in a dark blue box with white text.

# PROPERTY DETAILS

# Architectural & Historic Significance

## Architectural Overview

- **Architect:** J.F. Everett (Butte, Montana)
- **Architectural Style:** Neoclassical
- **Design Influence:** 1893 World's Columbian Exposition (Chicago)
- **Constructed:** circa 1902–1903
- **Original Owner:** John R. Toole

## Defining Exterior Features

- Full-length **Doric columns** defining the primary façade
- Symmetrical massing with **classical ornamentation**
- Three-part **Palladian window**
- Covered **colonnaded terrace**
- Private parking area

## Notable Interior Characteristics

- **Twelve-foot ceilings**
- **Pocket doors** and oak columns
- **Antique fireplaces** with imported tile
- **Formal gathering spaces** reflecting early twentieth-century craftsmanship

## Historical Context

- Built as a private residence for **John R. Toole**, a prominent Missoula industrialist and civic leader
- Toole served in Montana's territorial and state legislatures
- Later president of the **Big Blackfoot Milling Company** and banking enterprises associated with **Marcus Daly**
- Contemporary accounts described the home as among the most gracious residences in Montana

## National Recognition

- **National Register-listed historic property**
- Recognized for architectural significance and contribution to Missoula's built environment

*“There was not a more attractive fireside in Montana.”*

— From the biography of John R. Toole  
(as cited in National Register documentation)

United States Department of the Interior  
National Park Service

# National Register of Historic Places Inventory—Nomination Form

For NPS use only

received

MAR 17 1983

date entered

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

## 1. Name

historic Toole, John R., House

and/or common Kappa Kappa Gamma Sorority House

## 2. Location

street & number 1005 Gerald Avenue n/a not for publication

city, town Missoula n/a vicinity of ~~congressional district~~ Western

state Montana code 030 county Missoula code 063



[National Register of Historic Places](#)



[National Archives Catalog](#)



[National Register of Historic Places](#)

# Eligible For Historic Tax Credits



Because 1005 Gerald is listed on the National Register of Historic Places, a buyer may be eligible to utilize the Federal 20% Historic Tax Credit along with Montana's 5% Historic Tax Credit. For a purchaser planning a substantial interior rehabilitation—such as adaptive reuse for office, medical, or residential conversion—these incentives can offset up to 25% of qualified rehabilitation expenditures.

[Details on Federal Credit](#)

## Senate Bill 535 | “Right to Try”



Senate Bill 535 is the “Right to Try” law passed in 2025 that aims to turn Montana into a biomedical innovation hub. Research at the University of Montana and by Missoula-based biomedical companies on advanced therapies pairs well with a healing center to administer these treatments. The quiet, residential setting of the John R. Toole house and close proximity to the University makes it perfect for a healing center location.

# A Rare Fit for Specialty Healthcare Uses

Montana has positioned itself as a national leader in **expanded patient access to emerging medical treatments**. Senate Bill 535, signed into law in 2025, established the country's first regulatory framework for licensed Experimental Treatment Centers, **allowing qualified providers to administer therapies that have cleared FDA Phase I trials**. Paired with Montana's expanded Right to Try Act, the state offers a regulatory environment unmatched anywhere else in the country.

For healthcare operators working in emerging mental health treatment, integrative care, neuromodulation, and longevity medicine, **this framework creates a meaningful first-mover advantage**. The John R. Toole House offers the privacy, layout, and residential character that this category of care requires, in a setting that is walkable to the University of Montana and minutes from St. Patrick Hospital, Community Medical Center, and the Rocky Mountain Laboratories in Hamilton.

## Why This Building Fits the Use

The property's existing configuration of **17 bedrooms and 7 bathrooms across three floors lends itself naturally to a treatment program** requiring private rooms, integration spaces, and on-site recovery. The main floor's formal gathering rooms support group programming, while the second and third floors offer separation and quiet. U-R4 zoning permits medical and institutional uses by right, removing a common entitlement hurdle for adaptive reuse.

## Tax Credit Support

Federal 20% and Montana 5% Historic Tax Credits **may offset up to 25% of qualified rehabilitation costs for a buyer pursuing a substantial interior conversion**, materially improving the economics of repositioning the building for its next use.

Ideal for Experimental Treatment Facilities







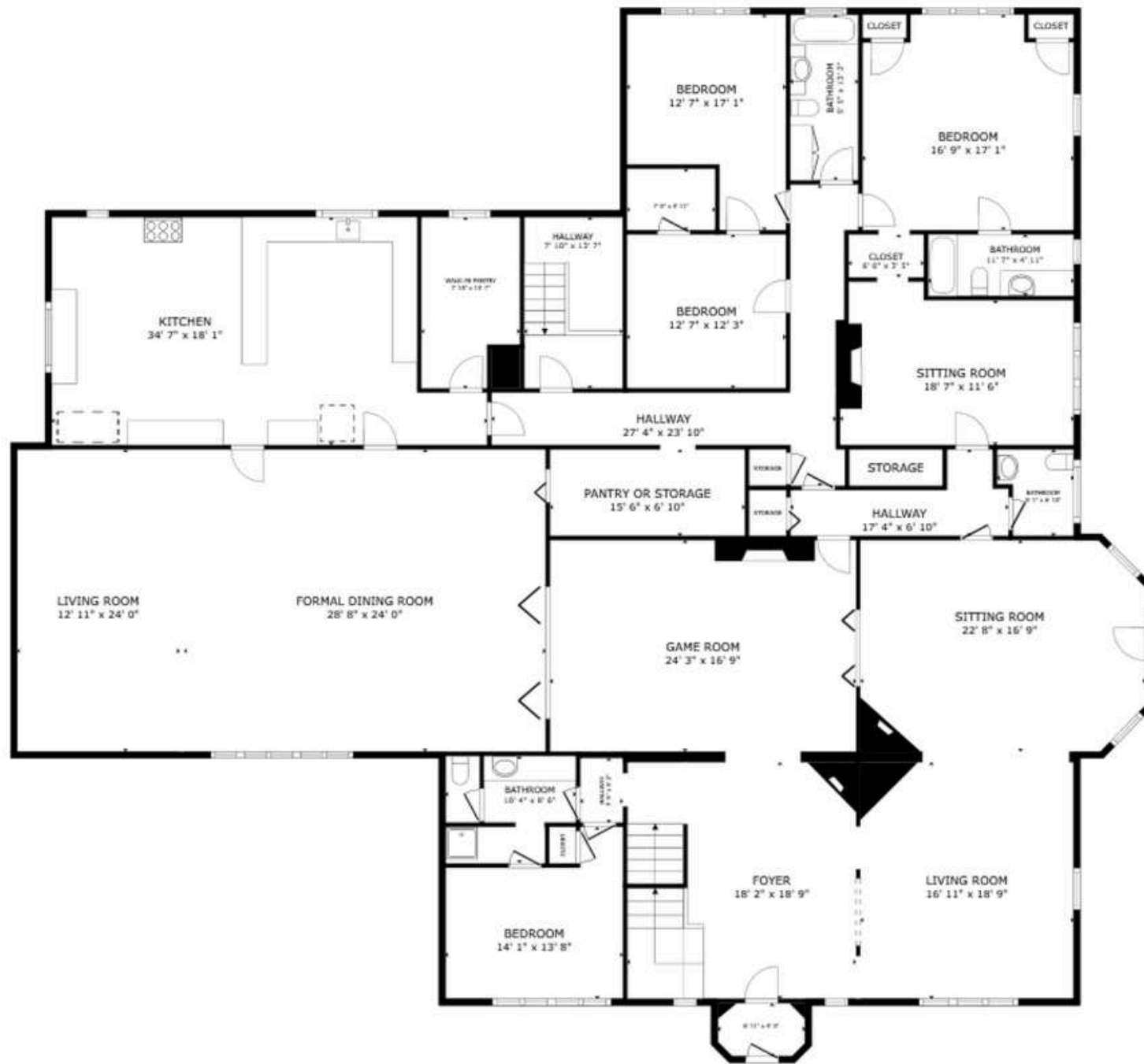






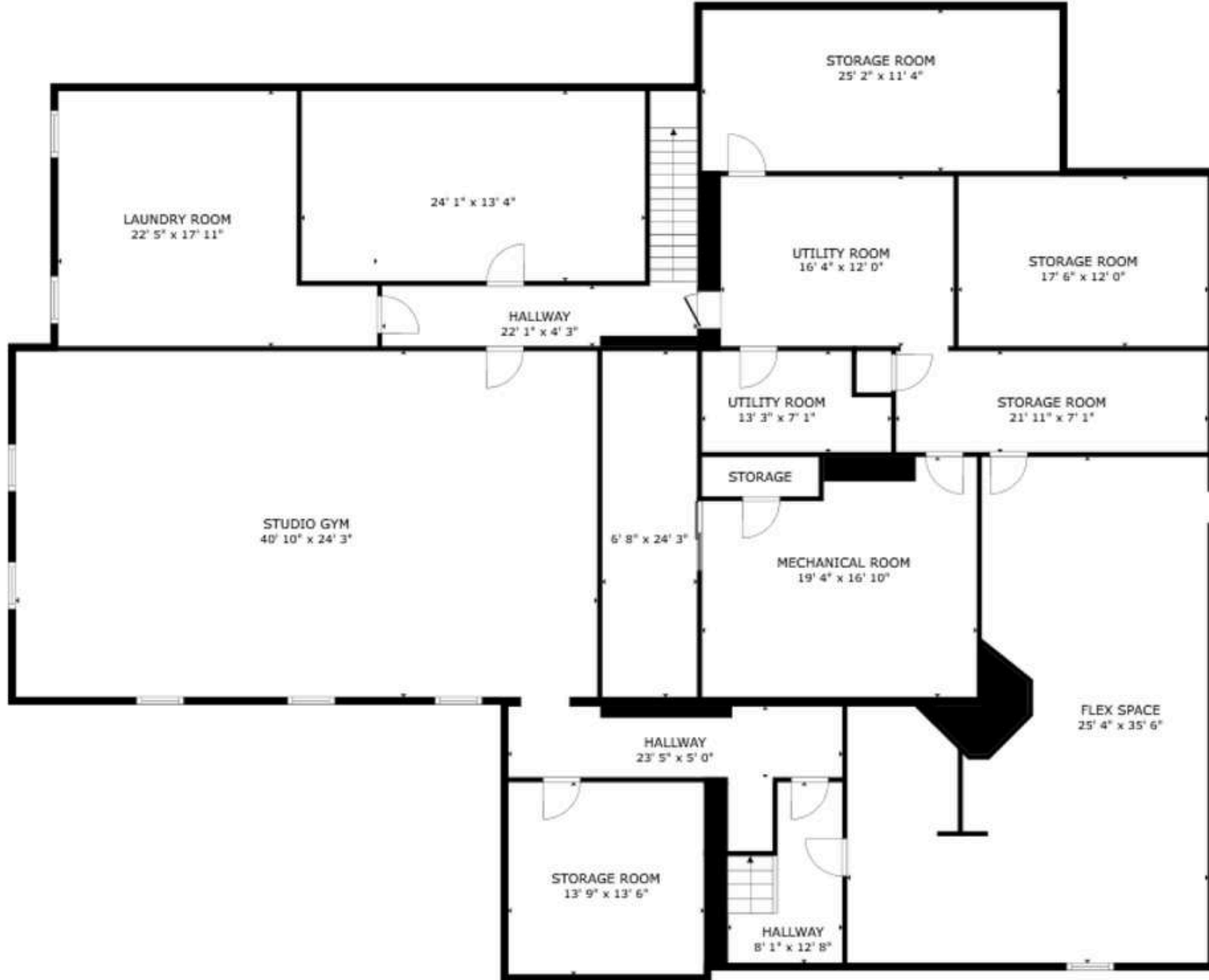




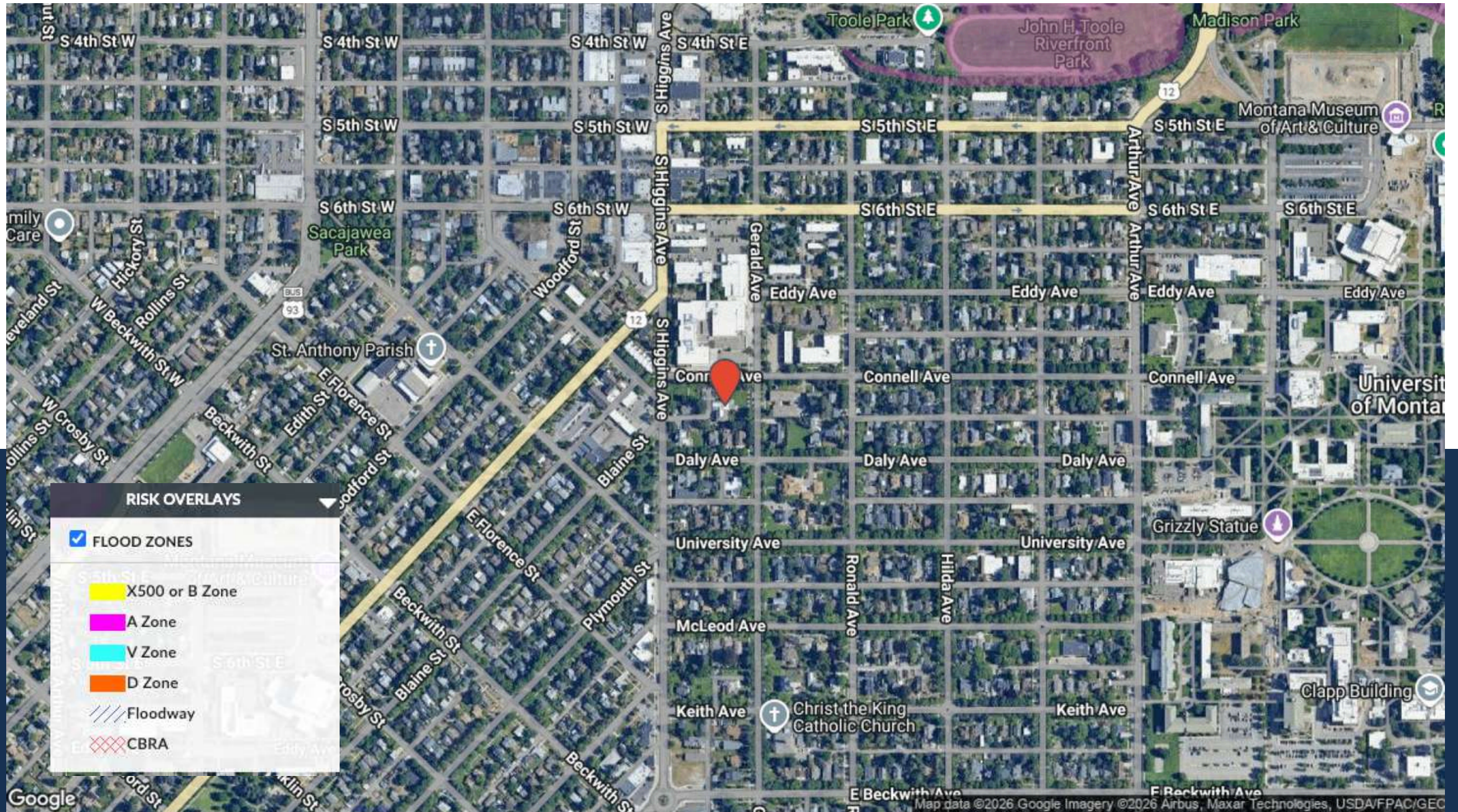




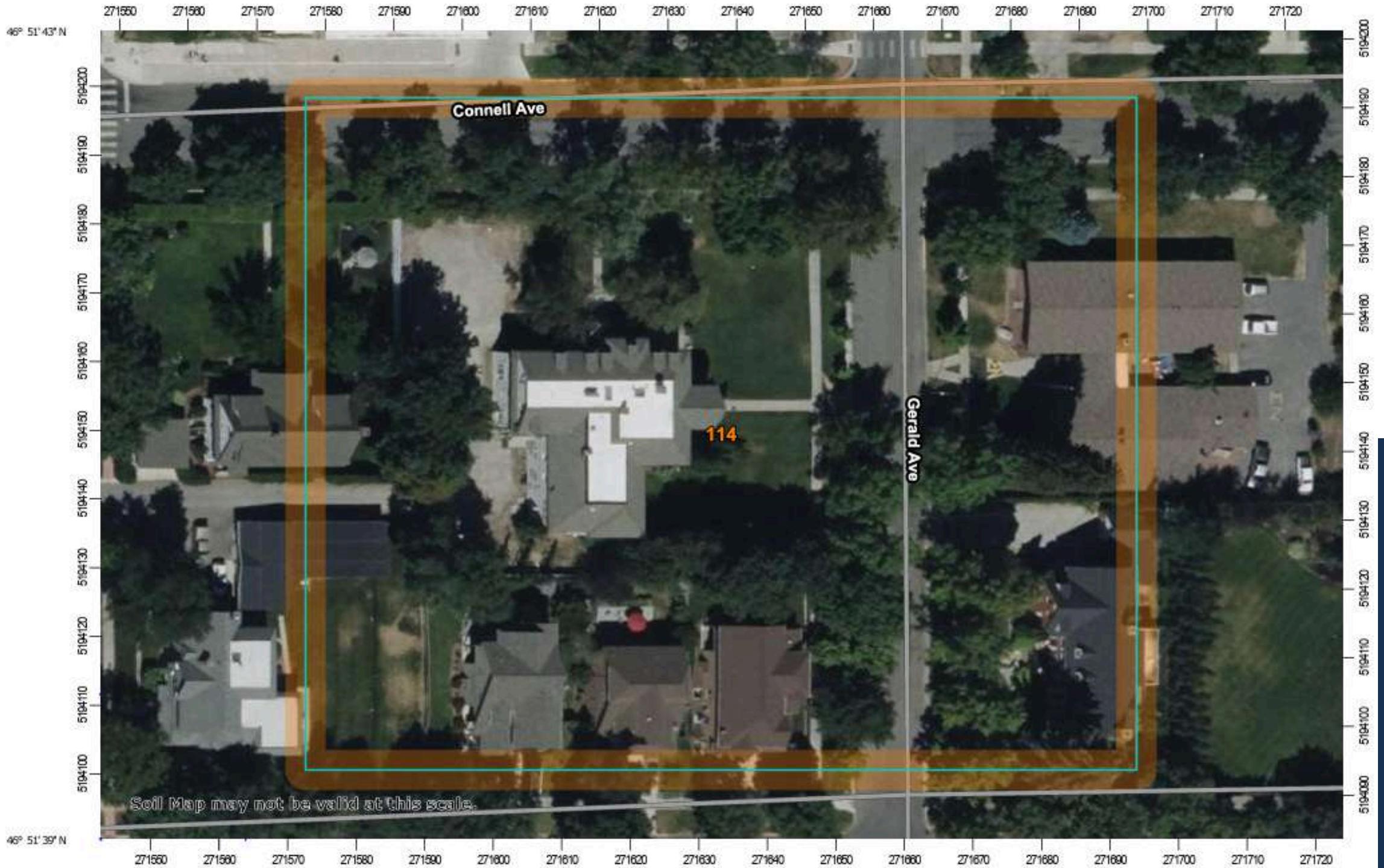






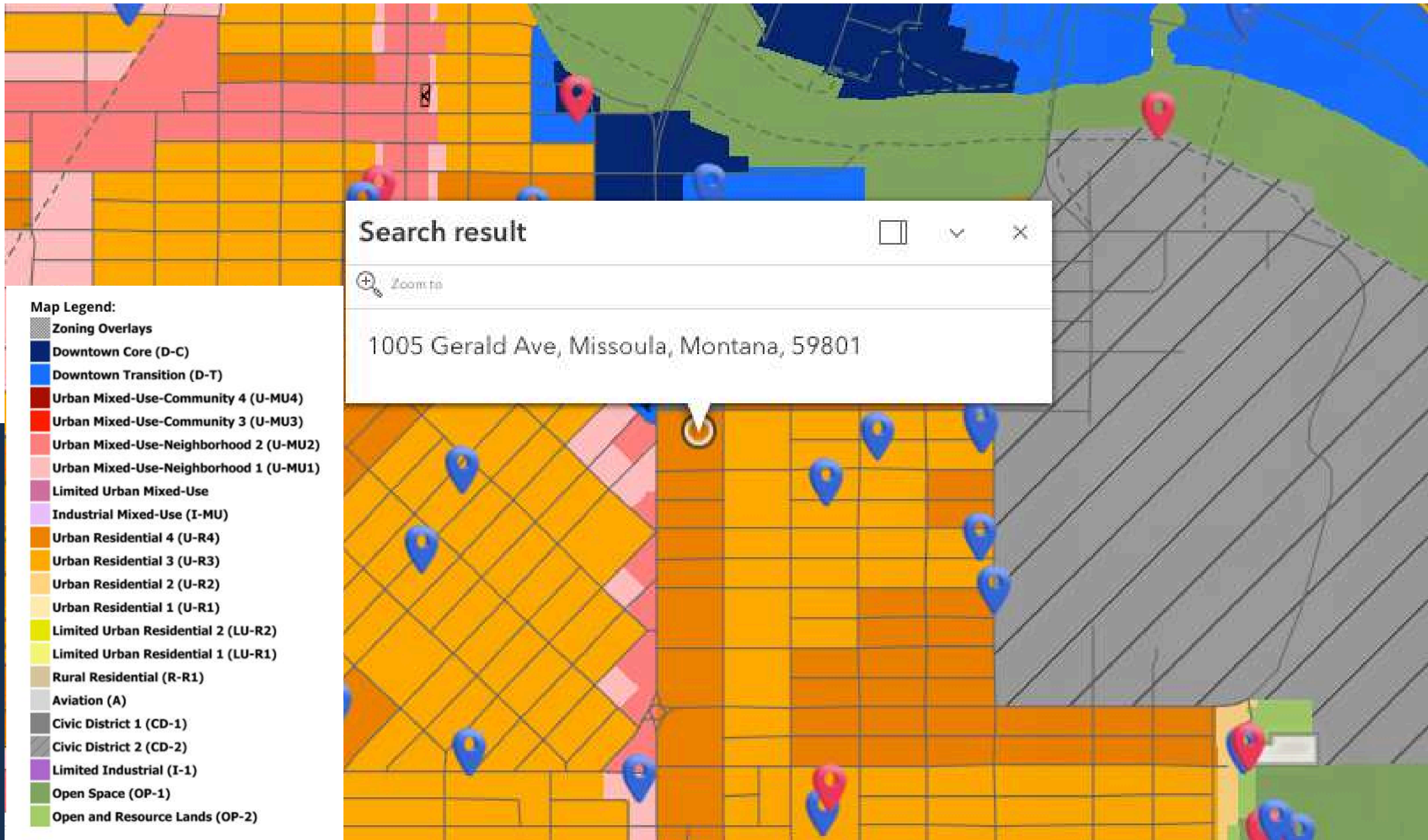


Flood Zones:  X500 or B Zone  A Zone  V Zone  D Zone  Floodway  CBRA



## Map Unit Legend

Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
114	Urban land	2.9	100.0%
<b>Totals for Area of Interest</b>		<b>2.9</b>	<b>100.0%</b>



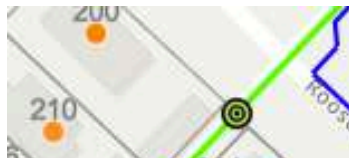
### Search result

Zoom to

1005 Gerald Ave, Missoula, Montana, 59801

#### Map Legend:

- Zoning Overlays
- Downtown Core (D-C)
- Downtown Transition (D-T)
- Urban Mixed-Use-Community 4 (U-MU4)
- Urban Mixed-Use-Community 3 (U-MU3)
- Urban Mixed-Use-Neighborhood 2 (U-MU2)
- Urban Mixed-Use-Neighborhood 1 (U-MU1)
- Limited Urban Mixed-Use
- Industrial Mixed-Use (I-MU)
- Urban Residential 4 (U-R4)
- Urban Residential 3 (U-R3)
- Urban Residential 2 (U-R2)
- Urban Residential 1 (U-R1)
- Limited Urban Residential 2 (LU-R2)
- Limited Urban Residential 1 (LU-R1)
- Rural Residential (R-R1)
- Aviation (A)
- Civic District 1 (CD-1)
- Civic District 2 (CD-2)
- Limited Industrial (I-1)
- Open Space (OP-1)
- Open and Resource Lands (OP-2)



### Sanitary Sewer Flow Direction Arrows

Sanitary Gravity Main Flow Direction



Sanitary Pressurized Main Flow Direction



### Sanitary Sewer

Sanitary Gravity Main



Sanitary Pressurized Main

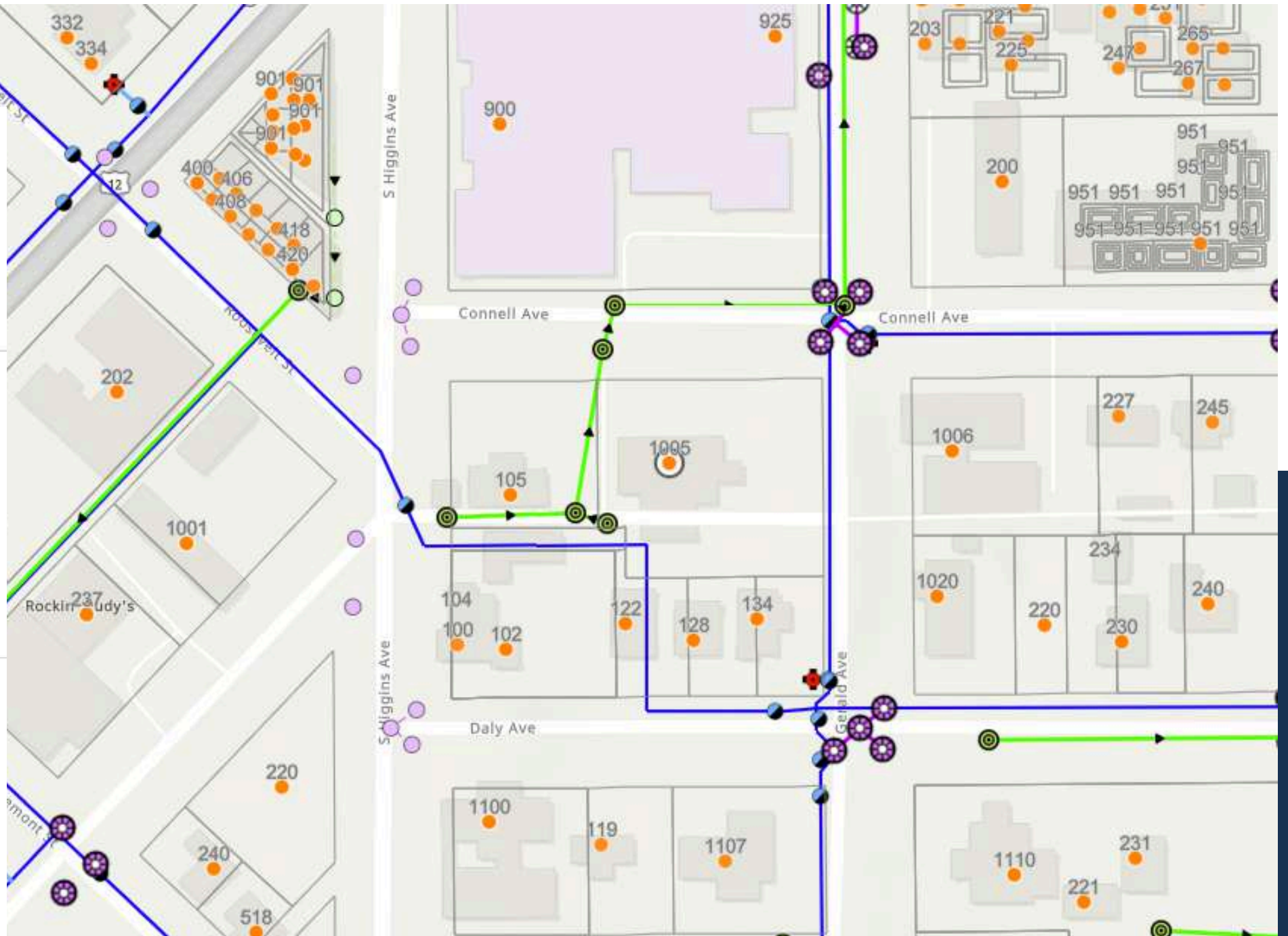


### Water

Water Hydrant



Water Main



# MARKET OVERVIEW



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# Missoula Air Service

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

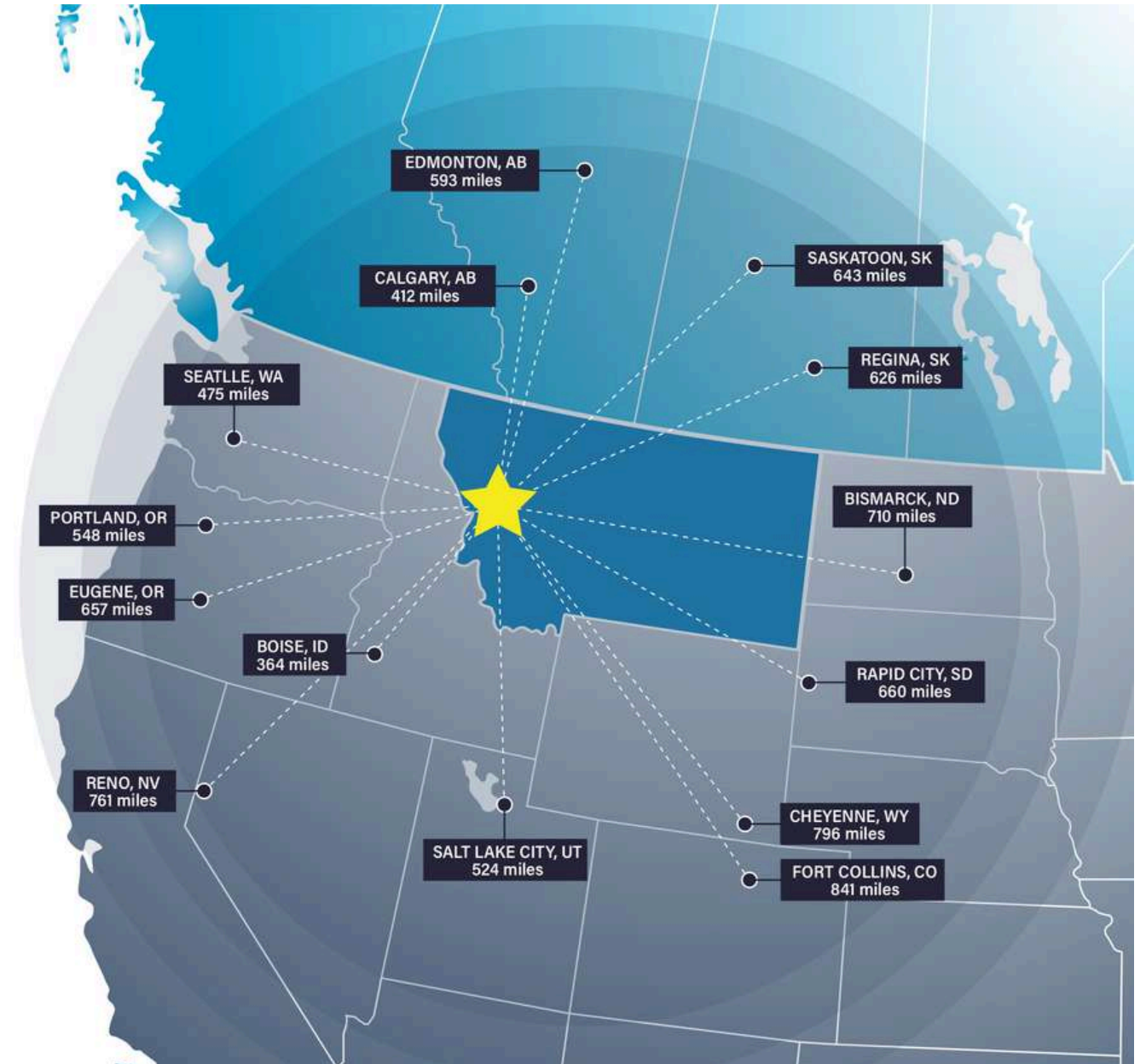


# Missoula Access

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

2,500+ employees

## Missoula County Public Schools

1,200+ employees

## Providence St. Patrick Hospital

1000+ employees

## BNSF Railway

300+ employees

## Community Medical Center

1000+ employees

## Missoula County

500+ employees

## City of Missoula

500+ employees

## Allegiance Benefits

500+ employees

# Noteworthy



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



# ACCOLADES

## #2 Best Places to Live in the American West

Sunset Magazine

## Top 10 Medium Cities for the Arts

2023 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- 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

## #1 City for Yoga

Apartment Guide

## #1 Most Fun City for Young People

Smart Assets

# 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 Advisor & Team



**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 & Commercial Real Estate Advisor

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.

# Disclaimer & Limiting Conditions

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**Limiting Conditions** Study outcomes are based on our analysis of the information available to us from our research as of the date of report creation. As such, we assume the client has offered correct and reliable information. Further, we assume the client has informed us about any issues that would affect project feasibility. The study is based on current and expected trends of the economy and real estate market. However, economic conditions change, as do real estate markets. As such, we insist that clients continuously track the economy and real estate market. We strongly encourage clients to revisit findings from the study continuously and to revisit key project assumptions periodically to ensure they are still justified. Given the changing market conditions and potential for shifting consumer preferences, projected and actual results will likely differ. Market conditions and projections frequently are different than expected. We do not express any form of assurance on the achievability of any pricing or absorption estimates of reasonableness of the underlying assumptions. The study assumes "normal" real estate market conditions and not conditions of an "up" or "down" market. Economic, employment, population & household growth and consumer confidence are assumed to occur more or less in accordance with current expectations. There are no assurances about the ability to secure needed project entitlements; in the cost of development or construction; in tax laws that favor or disfavor real estate markets; or in the availability and/or cost of capital and mortgage financing for real estate developers, owners and buyers. If any major change in market conditions occurs, this study analysis should be updated, with the conclusions and recommendations summarized herein reviewed and reevaluated. We have no responsibility to update our analysis for events and circumstances occurring after the date of our report. Clients are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent legal and financial advisors, and carefully investigate the economics of this development.