

EXECUTIVE SUMMARY

PRESERVATION PERMIT REVIEW

216 W. MAIN ST FAÇADE SIGNAGE – AUGUST 4, 2020

| | |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CASE PLANNER: | Emy Scherrer, Historic Preservation Officer (HPO) |
| REVIEWED AND APPROVED BY: | Laval Means, Planning Section Manager |
| AGENDA ITEM: | 216 W. Main Street – Alterations to Main Street. Façade Signage |
| APPLICANT: | Zootown Arts Community Center (ZACC) 216 W. Main Street Missoula, MT 59802 406.549.7555 |
| APPLICANT'S REPRESENTATIVE: | Kia Liszak, ZACC Executive Director |
| LOCATION OF REQUEST: | 216 W. Main St, Missoula, MT 59802 Downtown Missoula Historic District Legally described as: CP HIGGINS, S22, T13 N, R19 W, BLOCK 22, Lot 18 - 19 Geocode: 04-2200-22-2-22-08-0000 |
| LEGAL NOTIFICATION: | Title 20.85.085F requires that notice be provided to the Historic Preservation Commission (HPC) one week prior to the issuance of an Historic Preservation Permit (HPP) by the HPO for projects that clearly meet the review criteria established in Title 20.85.085H. The application is also available on the Historic Preservation page on the City of Missoula website at: https://www.ci.missoula.mt.us/1657/Historic-Preservation . |
| ZONING: | CBD-4 |
| GROWTH POLICY: | The <i>2035 City of Missoula Growth Policy</i> |
| SURROUNDING LAND USE: | Adjacent (North): CBD-4 Adjacent (East): CBD-4 Adjacent (South): CPD-4 Adjacent (West): CPD-4 |

Zootown Arts Community Center (ZACC)
235 N. 1st St W.
Missoula, MT 59802

STAFF DETERMINATION

APPROVE the application with conditions

I. RECOMMENDED ACTION

THAT the HPP for the **216 W. Main Street Façade Signage** project be APPROVED with conditions by the Missoula HPO, based on the findings of fact in the staff report, and pending the one week review period per section 20.85.085.F5.

It is believed that this HPP clearly meets the review criteria of Section 20.85.080H and is thus subject to and will be reviewed in, the expedited process of 20.85.085.F5 as follows:

- a. For those applications the historic preservation officer intends to approve, the historic preservation officer shall make the applications available for review by Historic Preservation Commissioners and interested parties for a period of one week.*
- b. During the one week review period a Historic Preservation Commissioner or interested party may request that the HPP application be reviewed by the Historic Preservation Commission at a public hearing.*
- c. If, after one week, no Historic Preservation Commission hearing is requested, the historic preservation officer shall approve the HPP application.*

II. INTRODUCTION

An application for an HPP was received by the City of Missoula on July 22nd, 2020, for proposed exterior alterations to the building located at 216 W Main Street, known as the “Studebaker Building.” Alterations include two painted signs located on the Main Street façade.

Alterations, by ordinance, must be in accordance with *The Secretary of the Interior’s Standards for Rehabilitation of Historic Properties*. The building located at 216 W Main Street is within the Missoula Downtown Historic District, is individually listed in the National Register of Historic Places, and is subject to the Missoula historic preservation ordinance requirements of Title 20 of the Missoula Municipal Code.

In the recent past, the building housed office and retail space, with the capital barber shop owner Steve Boldizar, calling the Studebaker building home since 1985. In the spring of 2018 the Zootown Community Arts Center (ZACC) purchased the building for their new headquarters. Following the vacation of the most current tenets, Capital Barber Shop and Advanced Technology Group, the building underwent a substantial interior remodel and a few exterior changes. Most the changes to the exterior were maintenance related. These alterations were approved by the HPC during a public hearing on December 6th, 2018, with a final Record of Decision filed on January 3rd, 2019.

The applicant requests approval of this HPP in order to further adapt the building’s new use as community art space with applicable exterior signage. The applicant’s representative has consulted with the HPO for best practices, and consulted with the HPC during an informational presentation presented by the HPO at the October 3rd, 2019 HPC meeting. It was discussed that the

HPC would like to see smaller signage than what was proposed, would like to see a more historic font, and requested that the belt-course not be painted, which the HPO passed on to the applicant. The HPC was comfortable with them using paint and coloring under these conditions. After much back and forth between the applicant and the HPO on behalf of HPC, the applicant has made the below changes in response to HPC feedback:

- The historic Studebaker metal signage *will* stay on the building
- There is no longer a large splat next to ZACC which was proposed during the first HPP review, and was requested to be eliminated
- The belt-course, which is currently unpainted, will remain unpainted with the exception of the black "Zootown Arts Community Center" lettering
- The measurements of the ZACC colored lettering has shrunk significantly: ***note that the application rendering does not accurately scale this update and that two feet of natural brick above and to the west of the lettering will be left, as opposed to what is shown*** ***Also note that Zootown Arts Community Center lettering has increased in size – see recommended conditions for approval***

Intake Proposal (Oct):

ZACC – between 150 and 200 SF
Zootown Arts... - between 50 and 66.67 SF

Formal Application:

ZACC – 90 SF
Zootown Arts... - 72 SF

The proposed work under review includes two (2) new painted signs on the exterior of the Main Street façade (See Appendix A, Application):

- "Zootown Arts Community Center" in black lettering sans background located on the unpainted recessed belt-course spanning the façade, above the awning. The bottom of the recessed area, and proposed sign, is located 13 feet 6 inches above the sidewalk. The recessed area is centered on the building front, with 2 feet of natural brick on both the left and right sides. The proposed sign would be centered within the recessed brick. The recessed area is 2 high by 54 feet wide, making it a total of 108 square feet. The proposed sign lettering is 1.5 feet high by 48 feet wide, making it a total of 72 square feet.

- "ZACC" in colored lettering sans background located on the top left (west) corner of the façade, to the left of the existing metal Studebaker sign. The bottom of the proposed sign would be located 26 feet above the sidewalk, aligning with the bottom edge of the existing sign. The proposed sign is 6 feet high by 15 feet wide, making it a total of 90 square feet. The proposed sign would be located towards the west end of the building front, with 2 feet of natural brick above and 2 feet of natural brick on the left side of the sign. Individual ZACC letters will be painted blue, green, orange and yellow in that order.

SITE HISTORY & DESCRIPTION

The Studebaker Building is eligible for listing in the National Register of Historic Places under criteria A and C. It was constructed as and was an automobile dealership/garage and functioned in that capacity during the historic period. As such, it is one of the few buildings remaining in downtown Missoula that was clearly associated with the advent of the automobile industry in the area. It exemplifies the major societal transition from horse to automobile, with the first owner operating a livery stable and automobile storage facility simultaneously. By 1922, this business was listed in the Polk's Missoula City and County Directory under the heading "Automobile Dealers, Garages, Livery and Repairs," indicating the transitory nature of the period. Most people who owned automobiles in these early years stored them at garages where they could be maintained and protected from the winter elements. Spaces in livery stables usually rented from \$10 - \$15 per month and often included lessons in driving provided by the proprietor. Maintenance of batteries and heating/cooling systems, which were not very technically advanced, proved a chore for most owners and thus created a demand for such services. Nagle's was one of the earliest of the automobile-related business along this two block stretch of west Main Street, which would eventually become Missoula's "Gasoline Alley," with at least six automobile-related businesses.

The building itself was constructed between 1918 and 1921 when the property was owned by Joseph P. Nagle. Nagle owned and operated a livery business at this address until the construction of the existing building. Subsequent owners included Mamie Clarkin Tischler, Nagle's niece (1922), Frank Thomas (1928), and Nybo Chevrolet (1930), which owned the property until 1960. The first known reference to this building serving as a garage is in the 1922 Polk City Directory, which references O'Brien (Harry A.) and Bourgeois (Arthur E.), garage. The 1921 Sanborn Map and the 1925 City Directory list Main Street Motors at this location. Subsequent occupants included Owl Taxi Cab and Transfer Co. (taxi cabs, U-drive cars, and auto storage) William Elmore, Proprietor (1929), Nybo Chevrolet Co., Inc. Louis A. Nybo, President (1930-1934). By 1936, the Nybo dealership was selling Studebaker cars and trucks and this building had come to be closely identified with that brand of automobile. The Missoula police force adopted Studebakers as their official vehicle and remained loyal to that company well into the 1950s. Nybo also advertised tires as of 1938 and shuttle trailers as of 1940.

A rectangular, two-story, masonry, vernacular commercial building, the Studebaker Building has a flat roof, corner crenelated parapet, and a concrete foundation. The front facade of the building is stretcher bond high-fire brick, with four second-story bays and four first-floor bays. The distinctive corner, crenelated, polychrome parapet (and the remainder of the front facade) has a header cornice. The corner parapet also has an inset polychrome masonry panel. The second-story windows are four sets of three-part fixed industrial steel-frame windows with 12 (3x4) lights in each part. A header belt course (at the bottom) and a vertical stretcher course (at the top of the windows) serve as decorative sills and lintels, respectively. The first and second stories are separated by an inset stretcher polychrome panel running the length of the front facade. A vertical stretcher belt course runs above the first level bays. The west side of the second story has a row of wood-frame, double-hung windows with header relief arches.

The street level has two sets of large, paired, plate glass windows; and a centered, wood-frame entryway. The entryway has two wood-frame swinging doors with three-quarter length windows. Four-part inset plywood panels are located above the large window bay and a two-part panel above the centered doorway in molded wood frames. A rounded canvas awning is located above the entryway door. The front facade appears to be original and is in good condition.

The rear of the building has three second-story bays and four first-level bays, including one infilled garage door which now has a single door entrance. The upper windows are three sets of metal framed 3x4 multilights and header sills. The windows on the first story are the same except that they do not have header sills, and terminate above a three-foot-high concrete base wall.

The building's major alterations include the alteration of an original garage door entrance on the south facing façade, into a recessed double door entryway, and the alteration of an original garage door entrance on the north facing elevation, into a recessed single door entryway. The Studebaker building retains a high degree of integrity, is located in the heart-of-Missoula neighborhood, and is a major contributing element to the Missoula Downtown National Historic District.

IV. APPLICABLE ZONING REGULATIONS

Title 20 Zoning Ordinance, Section 20.85.085.H outlines the criteria for review of historic preservation permit applications. Regarding CBD-4 permitted uses, the proposed use is permitted and requires no additional discretionary approval.

V. REQUEST FOR HISTORIC PRESERVATION OFFICER/COMMISSION APPROVAL

Except as otherwise approved in section 20.30, the characteristics of an historic resource that qualify it for designation shall be preserved and existing setbacks illustrating historic patterns of development shall be retained. Before issuing an HPP for alterations or new construction, the Historic Preservation Officer shall consider the cumulative effects on the integrity of the city's historic resources resulting from the requested HPP, any other pending HPP applications, and any previously issued HPPs. The Historic Preservation Officer shall also review the HPP application for compliance with the *Secretary of the Interior's Standards for Rehabilitation* and/or any applicable design guidelines with the following criteria:

REVIEW CRITERIA

The building located at 216 W Main Street is reviewed pursuant to the criteria for review listed in Title 20 Zoning Ordinance, Section 20.85.085.H, and the *Secretary of the Interior's Standards for Rehabilitation*. (Standard in italics, Staff Findings and Staff Conclusions follows).

The following demonstrates compliance with the Design Guidelines set forth in Sections 20.85.085H, and the *Secretary of the Interior's Standards for Rehabilitation*.

SECTION 20.85.085H:

H-a.) Requirement: *"The characteristics of an historic resource that qualify it for designation shall be preserved and existing setbacks illustrating historic patterns of development shall be retained."*

FINDINGS OF FACT: The major character defining architectural features of the exterior as well as historic setbacks will be unaltered.

STAFF CONCLUSION: Meets the criterion.

H-b.) Before issuing an HPP for alterations or new construction, the Historic Preservation Commission shall consider the cumulative effects on the integrity of the city's historic resources resulting from the requested HPP, any other pending HPP applications, and any previously issued HPPs.

FINDINGS OF FACT: The proposed alterations fit within the purpose of the adapted use and aid in the appreciation of the overall site's designation of architectural significance through that use. The Studebaker Building has sat in a state of deferred maintenance for years and is ripe for restorative efforts, minor alterations and improved use conditions. The cumulative effect of this HPP serves to utilize the resource for an adapted reuse purpose and will not alter the historic attributes and contemporary use for the building and historic district as a whole.

STAFF CONCLUSION: Meets the criterion.

H1.) Alterations shall be compatible with the relevant characteristics or character defining features that qualify the Historic resource for designation and shall not diminish, eliminate, or adversely affect the historic character of the Historic resource. Consideration shall include, but not be limited to, elements of: Size, Scale, Lot coverage, Massing, Proportion, Architectural style, Orientation, Surface textures and patterns, Details and embellishments, Relationship of these elements to one another.

Size/ Scale: Proposed alterations do not affect the size/scale of existing conditions.

Lot Coverage: The proposed alteration will not increase nor decrease the lot coverage.

Massing/ Proportion: The applicant has worked with the HPO and HPC in minimizing original design proposals in order to make the signage more proportional with the character defining details of the building. The massing/proportion of the proposed alterations is designed to be compatible with the character defining features and aesthetically reflect the original materials used, while differentiated as non-historic.

Architectural Style: The architectural style and integrity of the existing building will not be altered from its current and historic style and state.

Orientation: The orientation of the building will not be altered. The proposed alterations have been designed to fit within the existing structure and footprint, and retains 216 W. Main Street as the primary element on the site, with the south facing elevation as the primary facade.

Surface Textures and Patterns/ Details: The major character-defining traits associated with Art Deco detail and the texture, patterns and detail associated with brick detailing will not be effected. The background of the belt-course brick will remain unpainted with the exception of the new lettering.

Details and Embellishments: No new brick details and embellishments are proposed.

Relation of these elements to one another: The proposed alterations do not alter major architectural features and

detailing as nominated, and reflects change over time.

FINDINGS OF FACT: The inter-relationship of *Size, Scale, Lot Coverage, Massing, Proportion, Architectural Style, Orientation, Surface Textures and Patterns, Details and Embellishments* in the design proposal serves to minimize adverse impact on the historic character of 216 W. Main Street in general, does not alter patterning, retains elements of character-defining detailing, and differentiates the old from the new.

STAFF CONCLUSION: Meets the criterion.

H2.) *New construction in historic overlay districts is not required to conform to specific architectural styles. Design of new construction shall be compatible with the character of historic resources in the immediate area, but shall distinguish itself from historic resources and not create a false sense of history.*

FINDINGS OF FACT: The proposed alterations distinguishes the old from the new through modern, blocky font, coloring and design, in comparison to the existing/historic art deco metal signage and east elevation mural which will remain on the building.

STAFF CONCLUSION: Meets the criterion.

H3.) *Alternative materials may be substituted for original materials when they have the same dimensions and form as original materials.*

FINDINGS OF FACT: N/A

STAFF CONCLUSION: N/A

H4.) *Photovoltaic and solar hot water equipment are permitted and are not subject to this ordinance.*

FINDINGS OF FACT: N/A

STAFF CONCLUSION: N/A

FINDINGS AND CONCLUSIONS:

Missoula Zoning Ordinance Section 20.85.085H

The historical architectural features that distinguish 216 W. Main Street will be minimally effected. The proposed alterations serve to improve working conditions for the building's contemporary use, yet will be differentiated as to preserve the overall historicity of the site. The proposed alterations will not substantially diminish, eliminate, or adversely affect the historic integrity of the original building, and have been designed based on HPC feedback in effort to restore, appropriately update and maintain the building in a sensitive manner.

STAFF CONCLUSION: Project SUBSTANTIALLY MEETS CRITERIA established in Section 20.85.085H.

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION OF HISTORIC PROPERTIES:

The Secretary of the Interior's Standards for Rehabilitation are ten basic principles created to help preserve the distinctive character of a historic building and its site.

The Standards (36 CFR PART 67) apply to historic buildings of all periods, styles, types, materials, and sizes, and to both the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building's site and environment as well as attached, adjacent, or related new construction.

The Standards are applied to projects in a reasonable manner, taking into consideration economic and technical feasibility.

Standard #1) *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

FINDINGS OF FACT: The Studebaker Building has held a variety of uses including car sales, office and retail. Variation continues in a cohesive manner under the new use as a community arts center, inviting the Missoula public in to explore and utilize this historic building. As such, the alterations in the HPP are proposed to further adapt the building to this new use.

STAFF CONCLUSION: Meets the standard.

Standard #2) *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

FINDINGS OF FACT: No removal of historic materials or alteration of features that character the property is proposed.

STAFF CONCLUSION: Meets the standard to the extent possible and in considering existing conditions and the intended purpose of proposed alterations. The alterations serve to enhance the usability of the building in its adapted use.

Standard #3) *Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.*

FINDINGS OF FACT: Conjectural features of false history will not be added. All modifications have been considered in regards to details described in the National Register Nomination and existing conditions, but are differentiated through modern design, font and placement on the facade. Alterations, materials and use do not project a false sense of historical development and instead speak to change-over-time, especially in relation to existing historic signage which will remain on the building, as well as the mural on the east elevation of the building which was painted in 2000.

STAFF CONCLUSION: Alterations will be clearly distinguishable as a later modification in an effort to dissuade false interpretation. Meets the standard to the extent possible.

Standard #4) *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

FINDINGS OF FACT: The proposed project will not alter changes which have gained significance in their own right, and will maintain existing historic signage.

STAFF CONCLUSION: The project will not adversely affect acquired significance. Meets the standard.

Standard #5) *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.*

FINDINGS OF FACT: Special care and awareness of historic significance will be honored by the contractors during restoration activities. *See conditions of recommended approval.

STAFF CONCLUSION: The applicant has stated their awareness of the building's historic significance and character-defining features. Meets the standard to the extent possible.

Standard #6) *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

FINDINGS OF FACT: Applicants are proposing basic maintenance of the existing brick and have already surveyed need for repair utilizing the HPC. This was a condition of a previous HPP for alterations, which was approved in December, 2018 by the HPC.

STAFF CONCLUSION: Deteriorated features will be repaired rather than replaced to the extent possible. Meets the standard.

Standard #7) *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

FINDINGS OF FACT: No chemical or physical treatments are currently planned for the project. *For paint and possible removal, see conditions of recommended approval.

STAFF CONCLUSION: Meets the standard.

Standard #8) *Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

FINDINGS OF FACT: The project does not require digging.

STAFF CONCLUSION: Meets the standard.

Standard #9) *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

FINDINGS OF FACT: The proposed alterations distinguishes the old from the new through design and juxtaposition of existing historic signage, and have been scaled down per the request of the HPC.

STAFF CONCLUSION: Massing, size, scale and architectural features are planned as to minimize adverse effect to the character-defining qualities of the building.

Standard #10) *New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

FINDINGS OF FACT: No new additions or adjacent or related new construction is proposed.

STAFF CONCLUSION: Meets the standard.

Cumulative Effect:

INTENT: Alteration to individually listed NRHP building in accordance with the Secretary of the Interior's Standards for the Rehabilitation of Historic Properties.

SCOPE OF WORK: Addition of two (2) new painted signs to the south facing façade of the building located at 216 W. Main Street. The design calls for "Zootown Community Arts Center" in black block lettering across the belt-course located above the first floor entrances, and "ZACC" in large colored block lettering in the upper northwest corner of the building

INTENDED USE: Community Art Center

FINDINGS OF FACT: There are no cumulative adverse effects on historic preservation permit sites with this proposal.

STAFF CONCLUSION: Project SUBSTANTIALLY MEETS the Secretary of the Interior's Standards for Rehabilitation.

VII. STAFF CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION:

The major historical architectural features that distinguish 216 W. Main Street will not be adversely effected. The proposed alterations fit within the context of the existing site, yet remain as a modern addition, emblematic of its contemporary time. Proposed changes would increase pedestrian view, accessibility, and interaction with the building, and will maintain existing historic signage to further embrace the building's change of use over time. There are no other HPP sites in the vicinity that would be adversely affected by this proposal, and there are other historic sites in the vicinity, but would not be adversely affected by this proposal. The proposed project substantially meets the design review criteria set forth in Section V of this report and will not diminish, eliminate, or adversely affect the historic character and integrity of 216 W. Main Street or the Downtown Historic District as a whole.

RECOMMENDED MOTION:

THAT the **Main Street Façade Signage** of the building located at 216 W. Main Street be APPROVED with conditions.

CONDITIONS OF APPROVAL:

1. The size of the "ZACC" sign shall be reduced to 52 square feet.
2. The size of the "Zootown Arts Community Center" sign shall be reduced to 50 square feet.
3. Work with the HPC/HPO in selecting a paint that could be more easily removed in the future such as a historical-recipe which is wholly natural, breathable and environmentally safe.
4. Make all attempt to remove painted signage if building sells or applicant moves, using the Secretary of the Interior's Standards for paint removal on historic masonry.

VIII. ATTACHEMENTS

A- HISTORIC PRESERVATION PERMIT APPLICATION

APPENDIX A

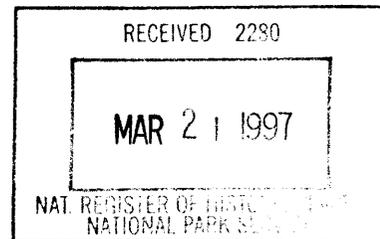
HISTORIC PRESERVATION PERMIT APPLICATION



SITE LOCATION

-216 WEST MAIN STREET MISSOULA, MONTANA
-LOCATED ADJACENT TO MASALA INDIAN RESTAURANT
AND SBG MARTIAL ARTS - FITNESS - BOXING

United States Department of the Interior
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

1. Name of Property

historic name: Studebaker Building

other name/site number:

2. Location

street & number: 216 West Main Street

not for publication: n/a
vicinity: n/a

city/town: Missoula

state: Montana code: MT county: Missoula code: 063 zip code: 59801

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant nationally statewide X locally.

Signature of certifying official/Title

Date

Montana State Historic Preservation Office

State or Federal agency or bureau

(See continuation sheet for additional comments.)

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting or other official

Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this property is:

- Entered in the National Register
 see continuation sheet
- determined eligible for the National Register
 see continuation sheet
- determined not eligible for the National Register
 see continuation sheet
- removed from the National Register
 see continuation sheet
- other (explain): _____

Signature of the Keeper

Date of Action

[Handwritten Signature]

4/17/97

5. Classification

| | | |
|--------------------------------------------------------------------------------------------------------|--------------------------------------------|---------------------------|
| Ownership of Property: Private | Number of Resources within Property | |
| | Contributing | Noncontributing |
| Category of Property: Building | | |
| | <u> 1 </u> | <u> </u> building(s) |
| Number of contributing resources previously listed in the National Register: 0 | <u> </u> | <u> </u> sites |
| | <u> </u> | <u> </u> structures |
| | <u> </u> | <u> </u> objects |
| Name of related multiple property listing: Historic Resources in Missoula, Montana 1864 - 1940. | <u> 1 </u> | <u> </u> TOTAL |

6. Function or Use

| | |
|---------------------------------|---------------------------------|
| Historic Functions: | Current Functions: |
| Commerce/trade: specialty store | Commerce/trade: specialty store |
| Transportation: animal-powered | Vacant/Not in Use |

7. Description

| | |
|--------------------------------------|-----------------------------|
| Architectural Classification: | Materials: |
| Other: 20th Century Commercial | foundation: stone, concrete |
| | walls: brick |
| | roof: asphalt |
| | other: n/a |

Narrative Description

The Studebaker Building is a two-story commercial building located on West Main Street within Missoula's historic central business district. The adjoining buildings are one-story historic buildings, one of which has been renovated, with subsequent loss of design and materials integrity.

Exterior

A rectangular, two-story, masonry, vernacular commercial building, the Studebaker Building has a flat roof, corner crenelated parapet, and concrete foundation. The front facade of the building is stretcher bond high-fire brick, with four second-story bays and four first-floor bays. The distinctive corner, crenelated, polychrome parapet (and the remainder of the front facade) has a header cornice. The corner parapet also has an inset polychrome masonry panel. The second-story windows are four sets of three-part fixed industrial steel-frame windows with 12 (3x4) lights in each part. A header belt course (at the bottom) and a vertical stretcher course (at the top of the windows) serve as decorative sills and lintels, respectively. The first and second stories are separated by an inset stretcher polychrome panel running the length of the front facade. A vertical stretcher belt course runs above the first level bays. The west side of the second story has a row of wood-frame, double-hung windows with header relief arches.

The street level has four bays--a west-end, frame, multipanel and light, hinged garage door; two sets of large, paired, plate glass windows; and a centered, wood-frame entryway. The entryway has two wood-frame swinging doors with three-quarter length windows. Four-part inset plywood panels are located above the large window bay and a two-part panel above the centered doorway in molded wood frames. A rounded canvas awning is located above the entryway door. The front facade appears to be original and is in good condition.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 7

Studebaker Building
Missoula County, Montana

Page 1

The rear of the building has three second-story bays and four first-level bays, including one masonry framed aluminum garage door. The upper windows are three sets of metal framed 3x4 multilights and header sills. The windows on the first story are the same except that they do not have header sills, and terminate above a three-foot-high concrete base wall.

Interior

The interior of the building consists of two street-level front retail establishments--a barber shop and a book store--a westside driveway, and an open rear automobile service area. The upstairs is one open room, with masonry walls.

The first floor commercial establishments are accessed by an interior foyer-hallway, with separate wood-frame wood door (with full-length window) entries to both. The bookstore has sheet rock walls and a rear mezzanine level office that is accessed by an interior staircase. The ceiling in the hallway, bookstore, and the barber shop is pressed metal with decorative 12-inch squares. The hallway, which has sheet rock walls and wood frame fixed windows looking into the bookstore, wraps around the bookstore and provides an interior access to the rear, open, garage area. Access doors from the hallway to the rear garage area and the access driveway are wood frame with three horizontal wood panels and upper light.

The driveway to the rear garage area has a corrugated metal ceiling, a masonry west wall, an eastside sheet rock wall, and a 2x4 and 2x12 wood staircase (with a landing), which accesses the southwest end of the second story. The rear of the first story is a large, open, garage area with masonry walls to the east, west, and north. The ceiling is 2x12 joists. The upper floor is supported by large steel I-beams supported by eight-inch-diameter, 4x4, and reinforced concrete support posts. A 2x4 and 2x12 wood stairway to the rear of the garage provides a northeast end access to the second floor.

The second floor is one open room with interior masonry walls, a 2x6 floor, and east-west running steel I-beam roof supports with shallow 2x10 trusses. The westside windows are wood frame, double hung, 1/1 and 2/1.

8. Statement of Significance

Applicable National Register Criteria: A, C

Areas of Significance: Transportation, Commerce,
Architecture

Criteria Considerations (Exceptions): n/a

Period(s) of Significance: 1918/21 - 1946

Significant Person(s): n/a

Significant Dates: 1921

Cultural Affiliation: n/a

Architect/Builder: not known

Narrative Statement of Significance

The Studebaker Building is eligible for listing in the National Register of Historic Places under criteria A and C. It was constructed as and was an automobile dealership/garage and functioned in that capacity during the historic period. As such, it is one of the few buildings remaining in downtown Missoula that was clearly associated with the advent of the automobile industry in the area. It is an example of a business that was a part of the major societal transition from horse to automobile, with the first owner operating a livery stable and automobile storage facility simultaneously. By 1922, this business was listed in the Polk's Missoula City and County Directory under the heading "Automobile Dealers, Garages, Livery and Repairs," indicating the transitory nature of the period. Most people who owned automobiles in these early years, stored them at garages where they could be maintained and protected from the winter elements. Spaces in livery stables usually rented from \$10 - \$15 per month and often included lessons in driving provided by the proprietor. Maintenance of batteries and heating/cooling systems, which were not very technically advanced, proved a chore for most owners and thus created a demand for such services. Nagle's was one of the earliest of the automobile-related business along this two block stretch of west Main Street, which would eventually become Missoula's "Gasoline Alley," with at least six automobile-related businesses. Part of this heritage still remains with the National-Register-listed Zip Building at 251 West Main, Reynold Radiator at 233 West Main, and the former Onley Motors at 300 West Main, which is presently being rehabilitated to serve as an antique automobile repair and display facility.

The Studebaker property meets the integrity of location criteria for independent listing in the National Register as addressed by the registration requirements of Section IV of the Missoula Multiple Properties nomination. It is closely associated with the context of the commercial development of the city center within the historic period of 1880 to 1940. The Studebaker Building has a strong sense of *setting and location, integrity of design, materials and workmanship, clear evidence of historic craftsmanship and a feeling and association* with the early automobile era. The proximity of the Studebaker Building to the Mullan Military Road (within a block of this property), the first federally funded road in Montana and a primary transportation thoroughfare through Missoula, connects the Studebaker Building to the historic transportation contexts recognized in Missoula's Comprehensive Preservation Plan. It also meets the criteria for design, materials and workmanship, especially with the historically sensitive rehabilitation now occurring. The significant facade details, such as the fixed industrial steel-frame windows that dominate the front and rear facades, and make a strong statement as to the commercial identity of this building, and are being restored and retained. Upon completion, this building will be a fine representation of an early automobile facility. The exterior upper floor integrity has already been restored to a significant degree. The overall integrity of design, materials and workmanship in this building evokes a definite sense of the historic time period, thus meeting another of the criteria necessary for additions to the multiple properties listing.

The Studebaker Building is also an excellent example of the commercial architecture of the early 1920s, showing a transition between the ornamental vernacular adaptations of the classic commercial designs of the late nineteenth and early twentieth centuries and the more functional designs of the post 1920s. The somewhat unusual (for Missoula) crenelated, polychrome, corner parapet exhibits the expression of a deco "arc ziggurat," with its repeating arcs appearing like scoops of ice cream or cloud-like shapes. That corner element is somewhat similar to the mission style parapet of the

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 8

Studebaker Building
Missoula County, Montana

Page 1

Quartermaster's Stable building at Ft. Missoula, which was constructed some eight to ten years earlier in 1910. The lower facade is similar to designs used in other automotive buildings of that era, such as the Pierser Chevrolet (later Bennett Pontiac) Building in Great Falls, which was built in 1916, and the H.O. Bell Ford Building of Missoula at 605 South Higgins Avenue (demolished in 1989). The paving of the 200 block of West Main Street in 1914, forecast the development of this area as an automobile related corridor of the downtown business district. The building possesses excellent integrity of design and materials on the front upper and street level facade and at the rear of the building.

The building was constructed between 1918 and 1921 when the property was owned by Joseph P. Nagle. Nagle owned and operated a livery business at this address until the construction of the existing building. Subsequent owners included Mamie Clarkin Tischler, Nagle's niece (1922), Frank Thomas (1928), and Nybo Chevrolet (1930), which owned the property until 1960. The first known reference to this building serving as a garage is in the 1922 Polk City Directory, which references O'Brien (Harry A.) and Bourgeois (Arthur E.), garage. The 1921 Sanborn Map and the 1925 City Directory list Main Street Motors at this location. Subsequent occupants included Owl Taxi Cab and Transfer Co. (taxi cabs, U-drive cars, and auto storage) William Elmore, Proprietor (1929), Nybo Chevrolet Co., Inc. Louis A. Nybo, President (1930-1934). By 1936, the Nybo dealership was selling Studebaker cars and trucks and this building has come to be closely identified with that brand of automobile. The Missoula police force adopted Studebakers as their official vehicle and remained loyal to that company well into the 1950s. Nybo also advertised tires as of 1938 and shuttle trailers as of 1940.

9. Major Bibliographic References

See continuation sheet

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary Location of Additional Data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other -- Specify Repository:

10. Geographical Data

Acreege of Property: less than one

| | | | |
|-----------------|-------------|----------------|-----------------|
| UTM References: | Zone | Easting | Northing |
| | 12 | 271700 | 5195100 |

Legal Location (Township, Range & Section(s)): Located in the SW 1/4, SW 1/4, NW 1/4 of Section 21, T13N, R19W.

Verbal Boundary Description

The Studebaker Building is located on Lot 18, Block 22 of the C.P. Higgins Addition, Missoula, Montana.

Boundary Justification

The boundary includes the city lot upon which the historic building was erected.

11. Form Prepared By

| | | | |
|------------------------------------|---------------------|---------------------------|---------------------|
| name/title: William A. Babcock | Allan Mathews | James R. McDonald | |
| organization: Past & Present | Missoula HP Officer | James McDonald Architects | date: December 1996 |
| street & number: 2920 Salish Court | 425 Ryman | 224 N. Higgins | |
| telephone: (406) 549-9987 | | | |
| city or town: Missoula | state: MT | zip code: 59801 | |

Property Owner

| | |
|-------------------------------------|-----------------|
| name/title: Michael Boehme | telephone: |
| street & number: 1396 Michigan Ave. | state: UT |
| city or town: Salt Lake City | zip code: 84105 |

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number 9

Studebaker Building
Missoula County, Montana

Page 1

Missoula County Appraiser and Assessor, Plat Book to C. P. Higgins Addition.

Missoula County Clerk and Recorder, Deed Books Records, 1895-1946.

Polk, R.L., Missoula City Directories, 1903-1946.

Sanborn Fire Insurance Maps, 1893-1950.



From Archives & Special Collections, Mansfield Library, The University of Montana-Missoula

Item Description

| | |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Title | Turmell Tire Company, Main Street, Missoula |
| Description | Turmell Tire Company and Nybo & Company (Studebaker and White trucks), on the north side of Main Street, Missoula, Montana. Turmell Tire Company advertises Kelly Springfield tires and is a Union Oil Company gas station. A cupola with a white brick rectangle can be seen on the Studebaker building. The car at the gas pump is circa 1950; the black coupe behind the pickup is probably a 1950 Chevrolet Styleline Deluxe 2-door. There are traces of snow piled up around the utility poles, some of the cars have some snow on them, and the center of the street seems to have remnants of grit or gravel. |
| Creator | Healy, Stan, 1918-1996 |
| Genre (Short List) | photographs |
| Type | Image |





STUDEBAKER BUILDING

1. (Nagle Building)
2. Missoula Co. Montana
3. William A. Sabock
4. 9/15/1996
5. Montana State Historic Preservation Office
Helena MT
6. Looking SE
7. 17



STUDEBAKER BUILDING

1. (Nogie Building)
2. Missoula Co. Montana
3. William A. Babcock
4. 9/15/1990
5. Montana State Historic Preservation Office,
Helena, MT
6. Looking SE
7. 20



EXISTING SOUTH FACADE - MAIN STREET, MISSOULA MONTANA



HISTORIC PRESERVATION PERMIT APPLICATION HPP FOR ALTERATIONS

GENERAL INFORMATION

Name of Property (if applicable): _____

Property Address: _____

Property Owner Name: _____

Address: _____

Phone: _____

Applicant (ex. Architect): _____

Address: _____

Phone: _____

SITE INFORMATION

Legal Description

Lot(s): _____ Block(s): _____

Subdivision: _____ Township: _____

Range: _____ Section: _____

Zoning: _____ Sq. Footage: _____

APPLICATION CHECKLIST

Please provide one (1) electronic copy (PDF format) of each of the following, and attach all required supporting information to this application:

- ___ HPP Application
- ___ Project Narrative
- ___ National Register Nomination
- ___ Historic Photographs
- ___ Detailed Project Site Map and/or Site Plan
- ___ Exterior Elevations with Descriptions
- ___ Contemporary Photographs

I hereby attest that the information on this form is accurate and complete.

Applicant Signature:

X. _____ Date: _____

Owner Signature:

X. _____ Date: _____



ZOOTOWN ARTS COMMUNITY CENTER (ZACC) SIGN PROPOSAL

Zootown Arts Community Center

216 W. Main St.
Missoula, MT 59802
406-549-7555

Contact(s)

Kia Liszak, Executive Director, kia@zootownarts.org
Heather Stockton, Director of Operations, heather@zootownarts.org

GOAL:

To gain permission to paint two (2) new business signs, for a total of three (3) signs including the existing sign, onto the Main St. facade of the Studebaker building located at 216 W. Main St. in Downtown Missoula.

PROJECT BACKGROUND:

The Zootown Arts Community Center, also known and hereinafter referred to as the ZACC, purchased the Studebaker Building in the heart of downtown Missoula in 2019. The purchase was driven by the knowledge that the building would offer a unique opportunity for the ZACC to provide quality arts experiences to more Missoulians of all ages and backgrounds with an ADA accessible building and proximity to a Mountain Line bus transfer station. Putting the ZACC in this building has already in its short tenancy made a lasting impact on Missoula's thriving downtown and our growing city by adding new vibrancy and opportunity, as well as easier access to the arts for all residents of Missoula.

PROPOSED SIGNS:

The ZACC is proposing three (3) total signs to be placed on the Main St. facade of the Studebaker - one (1) existing, and two (2) new.

The Main St. front facade of the building where the signage would be installed is 60 feet wide and 34 feet 2 inches high (at its lowest point), for an approximate total of 2050 square feet*.

**Does not include additional square footage for rounded upper brick element on east side of building.*

Existing Signage:

A minimalistic silver metal sign displaying the words “Studebaker Building” is located on the Main St. facade of the Studebaker building. This existing sign is just above the second story windows, centered width-wise on the building. This particular signage is extremely important as it is a direct display of the building’s historical significance. We would like to work around this signage so it may remain in its current location on the facade.

The bottom of the existing metal sign is located 28 feet above the sidewalk.

The existing metal sign is centered on the building front, spanning 21 feet wide, with 19.5 feet of natural brick on both the left and right sides of the sign.

The existing metal sign is 10” high by 21’ wide, making it a total of 17.5 square feet.

The existing metal sign does not have additional lighting.

New Signage: We are proposing two (2) new signs for our business as two (2) names are used interchangeably for branding, business, and organization identifying purposes within our local community and beyond. These two (2) names are: “Zootown Arts Community Center” and “ZACC”.

Due to the length of our full organization name, the ZACC has had to fully embrace use of our commonly associated acronym. As demonstrated in this document, we commonly utilize the acronym to save time and space. The acronym is used without exception, in addition to our full organization name, to produce printed, digital, and social media promotional materials, and is featured prominently in our organization’s logo, which has gone virtually unchanged in eleven years. We feel very strongly that “ZACC” acronym signage on the front of our building is necessary. The ZACC is our local community art center and it should be easily recognizable to those in our community by its community-adopted nickname. This fun moniker encourages community development and bonding through its use by old-timers, who pass it along to new generations, and it gives community members a sense of ownership of the space and its mission. That said, because our organization’s mission, to cultivate community through accessible arts experiences for all, goes beyond the locals to include those who are visiting, temporarily residing, or recently permanently relocated to the Missoula area, we feel these newcomers also deserve the right to look at our signage and feel invited into our space, and to that point it is equally important that our full name, “Zootown Arts Community Center” also appear as signage on our storefront.

New Sign 1: The words “Zootown Arts Community Center”

1.5 feet ZOOTOWN ARTS COMMUNITY CENTER 48 feet

The ZACC would like to paint the words “Zootown Arts Community Center” across the front of the Studebaker building. This signage would be located within the recessed section of what is currently a lighter-colored brick, found above our awning, but below the second story windows. This area is rectangular, and spans almost the entire width of the building, exact dimensions shown below. The font would be a bold, simple to read typeface, like those shown in the additional below samples, our logo, and existing Studebaker mural. The recess area would remain the existing light color, and the lettering done in a classic black.

The bottom of the recessed area, and proposed sign, is located 13 feet 6 inches above the sidewalk, and the top edge of the recess is 15 feet 6 inches above the sidewalk.

The recessed area is centered on the building front, with 2 feet of natural brick on both the left and right sides. The proposed sign would be centered within the recessed brick.

The recessed area is 2 high by 54 feet wide, making it a total of 108 square feet.

The proposed sign lettering is 1.5 feet high by 48 feet wide, making it a total of 72 square feet.

New Sign 2: Our logo, sans splat, with acronym only, exactly as shown below.



The ZACC would also like to paint our logo, sans splat, with the letters “ZACC” on the front of the Studebaker building. The splat-less logo would be placed at the top west-side of the building, above the second story windows, and to the left of the existing Studebaker building sign.

The bottom of the proposed sign would be located 26 feet above the sidewalk, aligning with the bottom edge of the existing sign, and the top edge of the proposed sign is feet above the sidewalk.

Due to the fact that the proposed signage is so far from street level, it will be necessary to increase its size to make it more easily visible to patrons, existing and potential, and for it to appear within proportional scale to the remainder of the facade. For these expressed reasons, the proposed sign is 6 feet high by 15 feet wide, making it a total of 90 square feet.

The proposed sign would be located towards the west end of the building front, with 2 feet of natural brick above and 2 feet of natural brick on the left side of the sign.

The ZACC logo will be painted in the following colors:

| COLOR | HEX | CMYK |
|--------------|------------|--------------|
| Blue | 008fd5 | 78, 32, 0, 0 |
| Green | 8dc63f | 50, 1, 99, 0 |
| Orange | f26522 | 0, 74, 99, 0 |
| Yellow | ffc20e | 0, 25, 99, 0 |

ADDITIONAL CONSIDERATIONS:

The proposed locations and material of our our business signage:

- Would not obstruct, conflict, or distract with any existing or proposed directional traffic or pedestrian signs or devices currently in place by the City of Missoula;
- Pose no anticipated threat to future directional traffic or pedestrian signs or devices which may be put in place by the City of Missoula;
- Pose no safety hazards to the general public, pedestrian, traffic, or otherwise, as they could not be physically moved or impacted by inclement weather, including wind, rain, or snow;
- Require no advanced technological services for operation or continued maintenance;
- Would naturally prevent vandalism or unauthorized alteration of said signage, in the highly unlikely occurrence of vandalism or unauthorized alteration signage, the damage could be fixed very quickly and the signage returned to its approved state;
- Is consistent with other building and business signage in the downtown area and on the historical registry;

- Supports the desired character of Missoula, specifically the downtown area, in accordance with the currently implemented and newly proposed Missoula Downtown Master Plans.

BUILDING MOCKUPS WITH SIGNAGE:



Please note the image above is used for mockup purposes only, and is only meant to show approximate sizing and location of proposed signage.

The “garage doors” do not exist and the storefront is comprised of stationary windows with a cloth awning directly above. Additionally, there is no mural or coloring of any sort on the storefront sidewalk.

This image allows us to show you the proposed signage in its entirety, without obstruction of the matured trees located on the sidewalk directly in front of the building.

PROPOSED SIGN MATERIALS:

There are several reasons we at the ZACC believe that painted signage would be best suited to represent our business.

As artists, we’ve always been drawn to the Studebaker building and its symbolic representation of the Missoula community. Our goal is to build upon this history by continuing the story of the building through our community-based focus on the arts and art education. To that end, our renovation efforts have maintained important interior features that make this building historically and visually unique including: refinishing original custom concrete flooring, seeking period-specific furniture and accessories to adorn various spaces across the three floors, and designing new built-in elements with curves and metal meant to “speak to the shape and feel” of a Studebaker automobile. Painted signage on the exterior of the building will continue in this theme, and will align with the period-specific design elements and visual aesthetics of the building, both interior and exterior, as well as the overall aesthetic of historical downtown Missoula.

While there is existing metal signage on the front of the Studebaker with historical significance, we believe that painting the ZACC business signage will allow the existing signage to retain its visual impact and significance, while also providing additional separation between the business and the building itself. In short, rather than installing a sign that might compete with the existing Studebaker signage, we believe a painted sign would not only better reflect our work at the ZACC, but also better incorporate the ZACC into existing histories. We would like to write the ZACC into Missoula's future by scripting a sign that partners with the Studebaker.

In alliance with both our mission and our vision, we have asked to hire Ann Karp of Sideways Gaze — a professionally trained, local Missoula artist, with extensive experience in painted hand-lettering — to paint our building signage. Ann has confirmed her availability, agreed she is able to perform the work to specifications, and is ready to paint upon committee approval. Due to her high-quality results and use of long-lasting, professional-grade materials, her work already adorns several exterior surfaces at businesses in the downtown area. Her past work includes hand-lettering on brick surfaces, several of which are very similar in style to our proposed signage, including the recently painted Bike & Type sign and the Bicycle Hangar sign (painted in May of 2019). We want the ZACC to fit into the general aesthetic of downtown Missoula, and marry well with other similarly-aged buildings. We believe this approach to our signage will help our organization align and identify with other current and past businesses located in downtown Missoula in accordance with Missoula Downtown Master Planning processes, and further build upon the relationships between the city, the community, and the arts.

OTHER BUILDING SIGNAGE:

The exterior wall on the east side of the Studebaker building, which faces Ryman St., is already adorned with a beautiful mural, done by Stan Hughes in 2000, shown below. We believe that additional mounted signage would visually compete with and degrade this existing historical mural. Instead of competing with this mural, it is our hope to bridge the new signage to this mural through use of paint, font choice, and styling.

The existing mural is 4 high by 8 wide, making it a total of 32 square feet.

As the existing mural is located on the east facing side of the building, and is not always visible from the front of the building. It is approximately 20 feet away from the closest edge of the proposed sign in the recessed area, (New Sign 1), and approximately 40 feet away from the closest edge of the proposed acronym sign (New Sign 2).



**ZOOTOWN ARTS COMMUNITY CENTER (ZACC) SIGN PROPOSAL
SUPPORTING IMAGES**

Zootown Arts Community Center

216 W. Main St.
Missoula, MT 59802
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Contact(s)

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Heather Stockton, Director of Operations, heather@zootownarts.org

Elevation Drawing - Zootown Arts Community Center (ZACC) Proposed Signs 1 & 2



REFERENCE EXAMPLES OF OTHER DOWNTOWN AND HIP STRIP SIGNAGE:

Bike & Type Missoula Coworking



Bicycle Hangar (Store Signage - Painted May 2019)



Missoula Textile Services

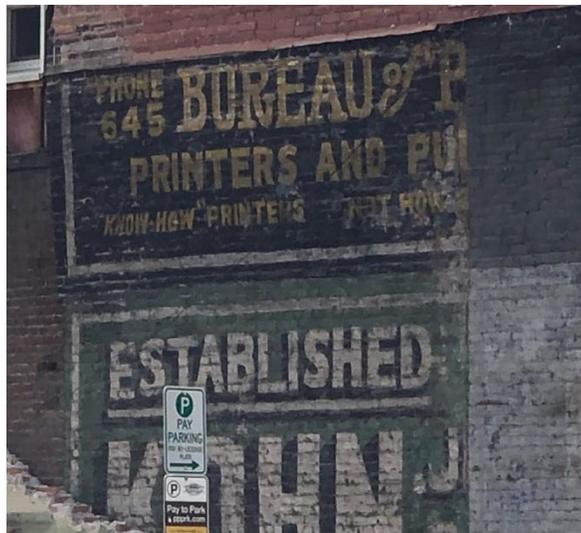




Atlantic Hotel (Circle Square Signage & North-facing exterior wall) Murals



Recently exposed (summer 2019) historic murals



Hip Strip Stores - Noteworthy Paper & Press, and Betty's Divine store fronts

