

ZACC SIGN PROPOSAL FOR MSLA HISTORIC PRESERVATION

Zootown Arts Community Center

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Contact(s)

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GOAL:

To gain permission to paint ZACC business signage directly onto Studebaker building facade.

PROJECT BACKGROUND:

The Zootown Arts Community Center, also known as the ZACC, purchased the Studebaker Building in the heart of downtown Missoula in 2019. The Studebaker offers 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 will have 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.

WHY PAINT VERSUS AN INSTALLED SIGN?

As artists, we've always been extremely attracted to the Studebaker building and the history which it represents. Our goal is not to replace this history, but to build upon it, continuing to make its story rich for generations to come. To that point, throughout our renovation we've worked hard to maintain various features on the interior 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.

It is our belief that painted signage on the exterior of the building will better 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.

FURTHER CONSIDERATIONS:

While the ZACC celebrates artists of all ages and skill levels, please know the exterior signage would be painted by a local professional artist who has already painted similar signage on buildings downtown and on the Hip Strip, and with professional grade materials.

The exterior wall on the east side of the Studebaker building is already adorned with a beautiful mural, done by Stan Hughes in 2000, shown below. We believe that additional mounted signage would visually compete and degrade the existing historical mural.



PROPOSED SIGNAGE:

The ZACC would like to be able to paint the following two (2) items to serve as store signage:

1. The words "Zootown Arts Community Center"
2. Our logo, sans splat, with acronym, as shown below.



Sign 1: The ZACC would like to paint the words "Zootown Arts Community Center" across the front of the Studebaker building. The lettering would be placed within the recessed section of lighter colored brick above the awning, but below the second story windows. The area is rectangular, and spans almost the entire width of the building. The font would be a bold, simple to read typeface, like those shown in the below samples and on our logo, and done in a classic black and white color scheme. This painting would span the majority of the front of the building, approximately 50 ft in length, and 12 - 16' in height determined by the exact dimensions of the recess.

Sign 2: The ZACC would like to paint our logo, sans splat, with the letters "ZACC" across the front of the Studebaker building. The splat 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. This painting would span approximately one third ($\frac{1}{3}$) of the front of the building, approximately 15-20 ft in length, and approximately 10 ft in height.

Please note the image below 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.

Option 1:



Option 2:



REFERENCE EXAMPLES OF OTHER DOWNTOWN/HIP STRIP SIGNAGE:

Missoula Textile Services



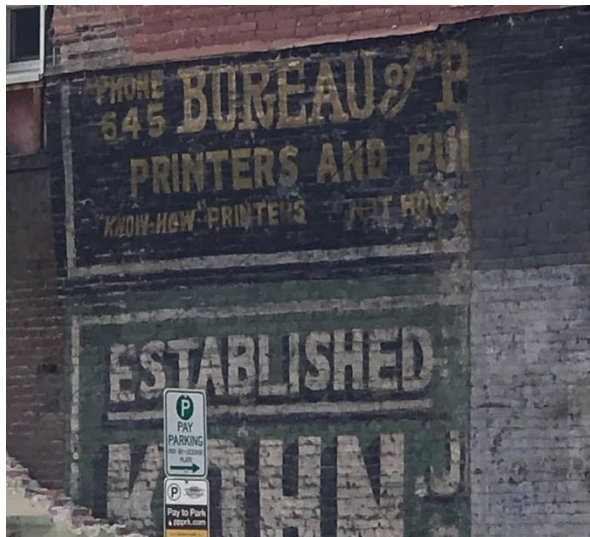
Bicycle Hangar (Store Signage - Painted May 2019)



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

