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**City of Missoula  
Development Services  
Board of Adjustment**

**November 10, 2022**

To whom it may concern,

Thank you for your consideration of the directional sign for the Gilkey Welcome Center on the University of Montana's main campus. The location and design intent for this sign was prioritized in the University of Montana Wayfinding and Branding Study and part of the Student Life Master Plan completed by SMA Architecture and Design in Fall 2020. The study identified the need to provide visually prominent directional signage to the University's Welcome Center located in Gilkey Hall at the intersection of Arthur Avenue and Connell Avenue. This sign replaces an existing sign that lacked proper readability for those traveling north and south on Arthur Avenue by vehicle. The size, orientation, and proximity to Arthur and Connell are designed to offer visitors enough time to see the sign, understand where they are supposed to turn, and offers adequate notice to properly yield to pedestrians, bicyclists, and other vehicles. This sign is part of a series of improvements to wayfinding and branding along the perimeter of campus to better serve visitors unfamiliar with vehicular, bicycle, and pedestrian campus circulation leading to safer streets around the University of Montana's main campus. University of Montana sees this sign as part of the first phase in a plan to better orient visitors to the University of Montana Campus.

The sign is located on University of Montana property which is zoned as OP3 – Public Lands and Institutional. The sign does not meet the requirement of Title 20.75.050 Signs in Residential and Open Space/Public Districts Table 20.75-1 Signs in Residential and Open Space/Public Districts. The requirement for OP3 allows a maximum square footage of 24 square feet and a maximum height of 6 feet. The proposed sign is 31.25 square feet and stands 8'-10" tall.

Please let me know if there are any outstanding questions or clarifications to process this application.

Sincerely,

Ali Martin, AIA, NCARB  
Architect | Associate

design ●  
different ●