

Adaptive Reuse

508 S 3rd St W (Thornton Hospital) is temporarily on hold due to COVID-19 circumstances.

903 S 1st St is moving forward and has submitted their /AR Rezoning application. Circumstantially there's a long line of re-zonings in front of them due to delays during COVID-19. The applicants plan on giving an informational presentation to HPC on their plans for the site in the upcoming months.

The National Trust Main Street America Conference which was supposed to take place in May in Dallas was cancelled due to COVID-19. Myself and Jim Lindberg, Director of Policy for the NTHP were scheduled to present on adaptive reuse, and hopefully can present next year.

The Montana Association of Planners (MAP) annual conference will be held in Missoula in September this year, and have requested a tour of adaptive reuse buildings in Missoula as well as sessions on heritage programming and adaptive reuse framework.

Heritage Missoula

The Heritage Missoula logo has been finalized with many thanks to A&E Architects - the branding logo manual is attached to the end of this report.

The Heritage Missoula group presented to Committee of the Whole on June 3rd, and received a unanimous vote to adopt the Downtown Heritage Interpretation Plan (DTHIP) Resolution of Support, which will be officiated during the June 8th City Council meeting.

The Heritage Missoula group will present to County Commissioners on June 8th, for the requested adoption of a County Resolution of Support for the DTHIP.

Thirteen banners for Higgins Bridge are in the process of being designed in an effort to bring awareness to the program. Banners will feature photos from Lee Nye's Eddie's Club Collection, and is in partnership with the reveal of the new 150-page fine art book, "A Corner of Space and Time, Lee Nye's Eddie's Club Portraits." Jamie, as HPC Chair, wrote a letter of support for this effort in lieu of grant funding.

The MDA received a \$10,000 grant from the Department of Commerce for wayfinding kiosks, which follow the DTHIP. We've secured an intern, Kelly Bouma, to begin working

on DTHIP implementation and partnership building, who has been working with us for the past few months.

The first heritage anchor bronze medallion, as called for in the DTHIP, is planned to be set in sidewalk pavement in front of the library within the next month.

Unseen Missoula is tentatively planning on resuming tours the end of June, with two new stops including the Union Club and Cranky Sam's Brewery.

Missoula County

I met with the head of County planning to discuss the possibility of establishing an CLG/HPC for the County, or increasing our boundary to include the County and plan for what that would entail.

Discussions are still on track for the preservation of the LaLonde Ranch, having taken a brief hiatus during COVID-19

Documenting COVID-19 in Missoula County: A Community Archive Project

Initially spearheaded by County Commissioner Strohmaier, a multitude of agencies have partnered, including the HPO, to form a documentation/collective for how COVID-19 has affected Missoula County and our response to COVID-19 as a community and government. This has been an exhaustive effort and I encourage all HPC members to learn more and spread the word - details can be found here:

<https://www.lib.umt.edu/asc/covid-project/default.php>

4th Street Condos

Per the Right-of-Way Conditions for the 4th Street Condo development, no interested parties offered to move the existing structures before the April deadline. This means mitigation will conform to those stated in the appendix of conditions including documentation, interpretive signage, integration of original materials and features into the new design and deconstruction of existing structures.

Mullan Area Master Plan

Public outreach for the Mullan Area Master Plan was converted to virtual interactive open houses, surveys and discussions. Summaries of this exhaustive work can be found here: <https://www.mullanareamasterplan.com/>

Preservation Objectives Portfolio

Throughout the past three months I've established the beginning of what I'm calling the Preservation Objectives Portfolio outlining next steps for the Missoula Historic Preservation Program. The portfolio includes: document existing conditions and compile recommendations from both the Downtown Master Plan and DTHIP, research legality of local historic registers, compare/contrast Bozeman's Character Overlay and Butte's Local Register of Historic Places, outline work to be done and establish/compile list of similar sized cities who recently updated their Preservation Plan, download plans for further research, research other incentives for adaptive reuse, funding, and preservation easements among other initiatives. I've presented the beginnings of this effort to a new HP City Council steering committee including Bryan Von Lossberg, Jordan Hesse and Gwen Jones. The steering committee and I have met twice over the past two months and are moving towards establishing attainable/planned next steps for the program.

University of Montana

The University of Montana is planning on replacing the brick pathways which extend off the Oval and replace the brick with stamped concrete in order to make the pathways ADA accessible. The brick was originally from Higgins and Railroad Streets, which was put in the UM pathways in the 1970s.

SHPO

The CLG grant final report was successfully completed and submitted to SHPO the end of April, marking the beginning of our new grant related fiscal year. Please let me know if you would like a copy of this report.

The City Fiscal year ends in July, so I'm working with admin in detailing our budget requests before then. This will be slightly different this year due to COVID-19.

The MAM Conference in Missoula, 3/26-28, was cancelled due to COVID-19. I was scheduled to present on Unseen Missoula and local heritage interpretation with Kate Hampton, and hopefully can present next year.

Historic Preservation Permits

Both the HPP for the HMFM Locomotive Shed and the Higgins Block Masonry HPP's were passed using the expedited review format.

HPC

Three HPC vacancies out of five have been filled and interviews for the two vacancies are on hiatus due to City COVID-19 related hiring freezes. Jamie will be moving into Julia's At-Large position, leaving two alternate vacancies.

Moon Randolph Homestead

We had zero applicants for the 2020 Summer Moon Randolph Historic Preservation intern position this year, likely due to COVID-19. We will save the internship stipend and re-advertise for next summer.

Rattlesnake Dam Removal

Demolition of non-historic buildings has commenced. Removal of historic buildings and structures will be photo documented as part of section 106 mitigation.

Long Range Planning

I am working with planners in updating the City Growth Policy and new City Strategic Framework in ensuring that historic preservation related efforts are included and prioritized.



Heritage
MISSOULA

Honoring our legacy

At Heritage Missoula, we honor our legacy by bringing people together to celebrate the past. Together, we use our history to better understand ourselves and our goals for the future.

Our voice

Our tone of voice is open and approachable. Its inviting and inclusive nature aligns with our purpose to unite our community and celebrate who we are.



Our logo

Our logo brings history to the forefront with a modern execution. Familiar and recognizable, this mark lends itself to a humanistic approach. The script is paired with an abstraction of both the 'h' and 'm' to resemble the rivers, trails, and skyline of Missoula's landscape.

OUR LOGO ELEMENTS

While the logo is designed to mainly be used as a complete mark, if needed the type and badge elements can be used separately.

Heritage
MISSOULA

TYPE ONLY LOGO



BADGE ELEMENT

Our tagline

Our tagline conveys our collective mission to honor our land, our people, and our history.

Honoring
our legacy.

Space + size

When using the logo, please be conscious of the surrounding whitespace. It should be twice the scale of the 'M' in Missoula.

Since 'Missoula' is case sensitive, please be aware of how small you size the logo. It shouldn't be scaled below 100px in width.



Logo usage

To get the full impact of the logo, it's important to use it correctly. Please use these examples as your guide.

LIKE THIS



This is our preferred and primary logo colorway, it is designed to work in a multitude of environments and should be your first choice whenever possible.



When the background color is our dark blue, this adapted white and colored logo may be used.



In cases where the background is dark, but doesn't work with one of our primary color ways, or if it needs to live on photography a white logo may be used.



If needed the type and badge elements may be used separately.

NOT LIKE THIS



Please don't warp or distort the logo in any way.



Please don't use any distracting effects that hinder clarity.



Please don't use any other colors for the logo.



Please don't change the structure of the logo.

PRIMARY

PRIMARY

SECONDARY

FOREST

49 - 0 - 100 - 8

114 - 166 - 0

2294 C

#72A600

MOUNTAIN

100 - 43 - 0 - 55

0 - 59 - 100

2188 C

#003B64

RIVER

$$100 - 43 - 0 - 6$$

0 - 101 - 174

2196 C

#0065AE

CMYK

RGB

PANTONE

HEX

Our colors

Our color palette is vibrant and energetic, capturing Heritage Missoula's humanistic and approachable nature.

Our type

The typeface used for both headers and body copy is Proxima Nova, a clean sans serif that lends itself to multiple purposes.

PROXIMA NOVA | Bold + Medium + Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Main header

PROXIMA NOVA – BOLD
Title Case

SUB HEADER

PROXIMA NOVA – MEDIUM
All Caps

At Heritage Missoula, we honor our legacy by bringing people together to celebrate the past. Together, we use our history to better understand ourselves and our goals for the future.

PROXIMA NOVA – REGULAR
Sentence Case

Secondary marks

The secondary marks are adaptations of the logo that allow it to be easily used for other avenues specific to Heritage Missoula's needs.

OUR SEAL

The Heritage Missoula seal is an adaptation of the logo that includes the mark, name and tagline. It should be mainly used to denote importance and serves as a symbol of recognition. Uses can be, but aren't limited to window clings, apparel and physical path markers on the Heritage Missoula Trail.

Just as with the main mark the whitespace and the scale should be considered when using it to make sure the clarity isn't hindered.



25% scale
of the seal



100px wide



25% scale
of the tag



30px wide



‘PLACE’ GEO-TAG

The Heritage Missoula Geo-tag directly adapts the logo into a marker that should mainly be used as a carry-through and path identifier. For example, it could be included on a map by pinpointing a Heritage Missoula related location, at events or serve as a guide on signage for the actual trails.

As opposed to the badge, this mark should be seen more as an extension of the main logo and not a complete replacement.

While this mark can scale down further than the logo and badge, the whitespace and scale guidelines should still be considered.



This document is meant to serve as a guide for the Heritage Missoula brand. For any questions you may have about using our identity, please contact **Kalina Wickham** or **Emily Sherrer**

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