



## MEMORANDUM

**TO:** MRA Board

**FROM:** Annette Marchesseault, RLA *ARM*  
Project Manager/Redevelopment Specialist

**DATE:** February 23, 2021

**SUBJECT:** 3100 Brooks Street (URD III) – FIP Request

Align Properties LLC, is planning exterior and interior rehabilitation for the building at 3100 Brooks Street. The building houses three separate business spaces. Rodda Paint is located in the west end unit, and Papa John's Pizza is in the center. The east end unit recently housed Craigs Mart, but now is currently vacant. The property owner Dr. Aaron McDonough is planning a two-phase renovation of the property.

Phase 1 will be façade improvements for the entire building, and some additional landscaping. Phase 2 will be a gut renovation of the vacant space where Dr. McDonough plans to relocate his orthodontic practice when renovations are complete. The cost of the Phase 1 project is estimated at \$402,049, which includes construction costs and design/permitting fees. The cost of the Phase 2 project has not yet been finalized. The property was purchased for \$2,050,000, with about \$3,000 additional in previous improvements.

Align Properties has submitted an application for URD III façade improvement program (FIP) assistance in the amount of \$50,000 for the Phase 1 project.

### FAÇADE IMPROVEMENT PROGRAM (FIP)

The URD III FIP allows for grants of up to 25% of the total project cost, or \$50,000, whichever is less, to reimburse an applicant for façade improvements that meet the design and materials of the program. The intent of the program is to provide businesses and property owners with assistance to afford a greater level of improvement to façade areas, to increase energy efficiency, and to enhance the appearance of the overall area.

The base project, without FIP assistance, includes a new entry vestibule for the east unit, removal of the parapet on the north façade, modest awnings over the doorways, repainting the masonry, and landscaping.

With \$50,000 in FIP assistance the project would be enhanced to include more substantial metal and wood awnings with lighting at the doorways and storefront windows, additional metal paneling to better articulate the entrances and the northwest building corner on Brooks Street, and more energy efficient windows and doors. Illustrations are attached showing the proposed improvements in each condition.

#### **Phase 1 FIP-Eligible Cost Estimate**

Metal Awnings	\$ 10,200
Wood Awnings	\$ 6,542
Lighting in Awnings	\$ 5,750
Replacement Windows and Entry Doors	\$ 18,687
Metal Siding	\$ 8,821
<b>Total FIP-Eligible Costs</b>	<b>\$ 50,000</b>

#### **FIP ANALYSIS**

The FIP allows for grants of up to 25% of the total project cost, or \$50,000, whichever is less, to reimburse an applicant for façade improvements that meet the design and materials of the program. Align Properties estimated cost for the Phase 1 project is \$402,049. A FIP grant of \$50,000 would represent approximately 12% of the Phase 1 cost. The project meets the design criteria of the FIP and satisfies the intent of the program.

Tax Generation – The 2020 tax bill for the property was approximately \$39,640. Taxes are current.

Land and building taxes may not increase substantially as a result of the project. However, professional office space typically is taxed at a higher rate than commercial business space, so locating an orthodontic practice in the renovated space is likely to result in increased tax revenue. Additionally, the building improvements could act as a catalyst for more investment in the area.

Employment Generation – The project will generate some temporary construction jobs. Initially, Dr. McDonough plans to relocate his practice, which includes 10 employees, into the renovated space. He plans to add approximately six (6) more employees over the next three years.

Elimination of Blight – The existing building is architecturally dated and architectural features and finishes are reaching the end of their useful life. The exterior renovations will make the building more pedestrian-friendly, improve energy efficiency with new windows and doors, and enhance the appearance of the building and of the adjacent commercial area.

Impact Assessment – The project is expected to have a positive impact on adjacent properties, and on Midtown in general.

Design Excellence – The project is located on a Type 1 Corridor (Brooks Street Corridor) identified in the City’s Design Excellence. The project is currently going through Design Excellence review. Staff and the architects feel confident that it meets Design Excellence criteria.

Brooks Corridor TOD/BRT – Additionally, staff examined project impacts with regard to the Brooks Corridor TOD/BRT Infrastructure study. If the Brooks TOD/BRT concept required additional right-of-way in this area, the only impact to this project likely would be to the sidewalk connection. The Brooks TOD/BRT concept proposes closing the alley immediately south of this project, and eliminating the Brooks/Grant Street intersection to the northeast. Presumably access to the site could be maintained from Brooks Street and access also could be maintained from Grant Street, even if the Brooks/Grant intersection were closed. Therefore, staff believes there is likely to be minimal impact from the Brooks TOD/BRT concept.

Financial Assistance – The project will be funded with a construction loan from First Security Bank.

Developer’s Ability to Perform – While Align Properties has not previously worked with MRA, the developer’s architect JCM Architecture has successfully completed several projects with MRA, including Riverfront Place, Ace Garden Center, and Allegiance Benefit Management on Brooks Street and on South Avenue.

Timely Completion – The Phase 1 project is expected to be completed by the end of Summer 2021.

**RECOMMENDATION:** Staff recommends the MRA Board move to approve a Façade Improvement Program grant to Align Properties LLC in an amount not to exceed \$50,000 for exterior renovation of the building located at 3100 Brooks Street, pending final Design Excellence Review and other City permit approvals, and with the stipulation that reimbursement will be made at the conclusion of the project under submission of required lien releases and proof of expenditures, and authorize the Chair to sign the Development Agreement.



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Monday February 22nd, 2021

Missoula Redevelopment Agency  
140 W Pine Street  
Missoula, MT 59802

RE: Façade Improvement Program Funds Application and Request

Dear MRA Staff & Board Members:

We are pleased to submit and are requesting assistance with our building project for a new façade at 3100 Brooks Street.

### **Project Description**

Phase I and II of our project includes demolishing a dated E.I.F.S. portion of the main street façade, architectural improvements for three tenant entrances, site and sidewalk upgrades, new paint color scheme, new lighting, and significant landscaping improvements. Phase II of the project includes a major interior tenant improvement for the west section of the building.

- The current tenants of Rhoda Paint and Papa John's will remain. The New Phase II space is for Granite Peak Orthodontics.
- The current building is 12,620 square feet. The tenant improvement will remodel 5,320 square feet with a new addition of an 80 square foot entrance.
- The building is one story.
- The current parking requirement is 40 spaces and the lot will provide 61 spaces after the sidewalk and landscaping improvements.
- New Phase I window awnings will add aesthetic value, enhance the pedestrian experience, and help control light/solar heat gain.
- New Phase I Building materials will be metal panel, fiber cement board, composite wood slat/soffit canopies, new aluminum storefront windows and doors, new landscaping, and painted masonry.
- New Phase I entry windows and doors will improve energy efficiency and the overall look of the façade.
- Granite Peak Orthodontics currently employs 10 people and plans to add 6 more employees over the next three years.

The existing building and façade are primarily one single plane, which is dated and lacks visual appeal. The new façade will add architectural dimension with elements of color, texture, light, and shadow to a building with a prominent place on the Brooks Street Corridor that has significant exposure to the community. The project will help eliminate neighborhood blight, fill unused building space, improve the visual aesthetic of the building, and add pedestrian viewing with new window displays. It will also connect pedestrians on a human scale with appropriately scaled entrances, soften the hard feeling of the Brooks Street Corridor with natural wood materials and improved landscaping. This project will also bring at minimum, ten well-paying jobs and diversify the mixed use of the building.

### **Design Excellence**

Our project has been submitted and in review for Design Excellence Review (DER). We have had conversations and meetings with Development Services to review the requirements for the building and project. We have addressed the requirements of DER and feel confident that it meets the criteria.

### **Demolition/Deconstruction**

The selective demolition of the building will remove metal studs, aluminum doors and windows, concrete block, and EIFS siding. Exterior demolition will include concrete and asphalt removal in select areas. Due to the age of these materials, 30+ years, they have reached the end of their useful life and are no longer safe to use and maintain a safe and healthy building environment. All materials will be properly disposed of per all regulations and recycled as much as possible.

### **Project Renderings**



Existing Building North Elevation



Existing Building North and West Elevation



Proposed Elevation North and West Elevation without MRA Assistance



Proposed Elevation North and West Elevation with MRA Assistance



Proposed West Awnings with MRA Assistance



Proposed North Awnings with MRA Assistance

It is our belief with the improvements listed above, this project will have a positive impact on the Brooks Street Corridor and the City of Missoula, thus meriting maximum financial assistance from the MRA.

Thank you for your consideration,

Sincerely

Jeff C. Maphis  
Principal Architect  
JCM Architecture