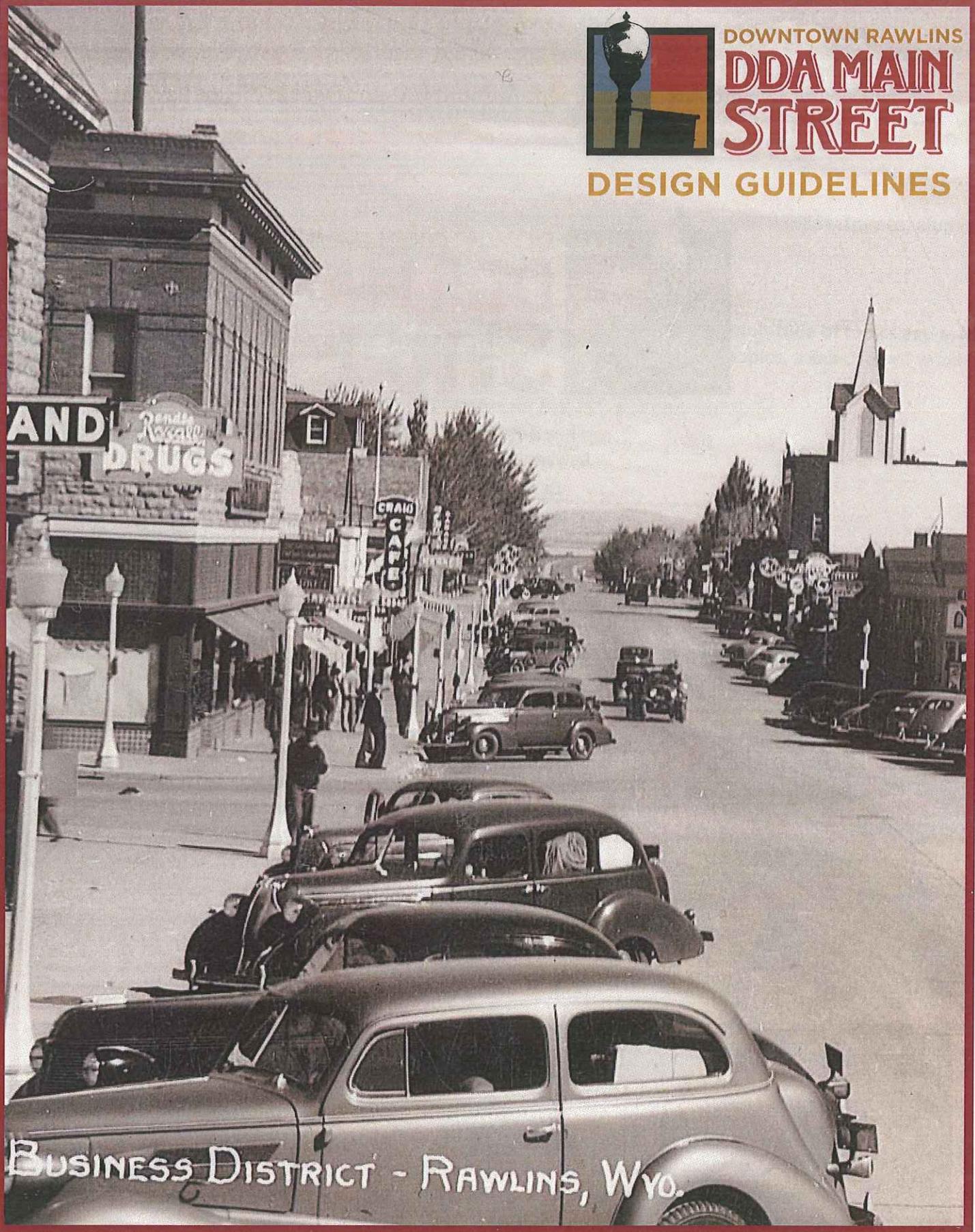




DOWNTOWN RAWLINS

DDA MAIN STREET

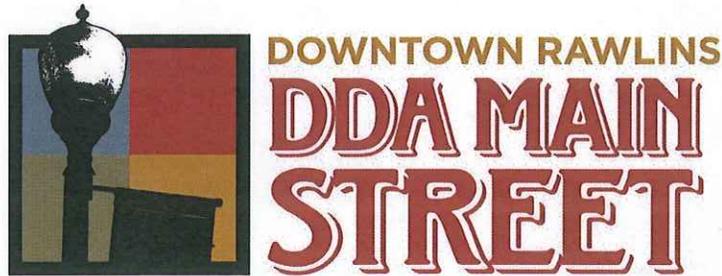
DESIGN GUIDELINES



BUSINESS DISTRICT - RAWLINS, WYO.

DESIGN GUIDELINES

Rawlins Downtown Development Authority/Main Street & City of Rawlins



Created By:
Rawlins DDA/Main Street
Design Committee

1st Edition
September, 2012

Important Disclaimer:

These guidelines remain subject to revision and modification.

Rawlins DDA/Main Street
Box 1778
116 4th Street
Rawlins, WY 82301
www.rawlinsmainstreet.org
Phone: 307-328-2099 Fax: 307-324-0054
rawlinsmainstreet@rawlins-wyoming.com

Photos courtesy of Rawlins DDA/Main Street and Scarlett Olson.

Mission Statement:

To revitalize the Rawlins Downtown Development Authority/Main Street District to preserve our history and build our future through the Design, Organization, Marketing and Retail Strategies, and Economic Restructuring committees.

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INTRODUCTION: INTRODUCTION & PURPOSE

Since downtown Rawlins is an important part of the heritage of Rawlins and creates our unique identity, the downtown district is recognized as a special place to be protected as a community resource. The downtown contains the majority of the principal buildings that are a link to Rawlins' past. It is an area that is enjoyed by residents and visitors alike.

These guidelines are voluntary and are not mandatory. However, there is a mandatory review process for all building alterations or construction within the Rawlins DDA/Main Street District, which runs from 2nd Street to 6th Street and from Front Street to Pine Street. Businesses that border the east side of 2nd Street from Front to Pine are also included. See "Planning the Project" (p.6) for more information on the review process.

These guidelines are written to encourage preservation and to protect our locally significant features. To assist downtown property owners, managers and businesses, these guidelines are a tool for preservation and development.

Design is a major component of the downtown revitalization effort and is aimed at enhancing the overall physical image of the downtown business district. Many features contribute to this image. Individual buildings – storefronts, signs, window displays and façades as a whole – generally establish the character of the downtown. These features are what make each town unique.

Maintaining a design scheme for the downtown business district can enhance its existing physical assets and minimize its detractions. Design can serve to improve the district's appearance, unify diverse elements, strengthen downtown's image as a cohesive area and provide balance between variation and consistency. Because the physical features of the downtown are key components of Rawlins' overall historic and cultural fabric, they should be preserved and maintained for future generations.

PURPOSE

These Design Guidelines have been created to guide development and preservation activities within the downtown Rawlins area. They promote establishing visual continuity, preserving historical integrity and creating creative design solutions. The guidelines do not dictate styles or specific design solutions, but offer approaches for achieving a strong appearance in downtown. Our downtown has been recognized as historically valuable by being named a Historic District in the National Register of Historic Places. These design guidelines serve to protect property values as new development and preservation will reinforce the assets of the area. The value of all structures will thus be maintained or even strengthened.

Lying at the foundation of the design guidelines is the understanding that the privately owned environment possesses certain qualities that are of significant value to the entire community. The establishment of standards of community aesthetics and the preservation of areas of historic importance are both areas that fall within the public interest. Again, these guidelines are not mandatory, although there is a mandatory review process. They are written to encourage preservation and to protect our locally significant features.

INTRODUCTION: USING THE DESIGN GUIDELINES

These guidelines constitute an anthology of best practices and design principles that will help you think about renovation, improvement and new construction that will maintain the historic integrity of Rawlins' downtown district. Buildings listed as contributing on the National Register of Historic Places as part of Historic Downtown Rawlins district are especially encouraged to use these guidelines; however, the Design Guidelines are applicable throughout the entire commercial district.

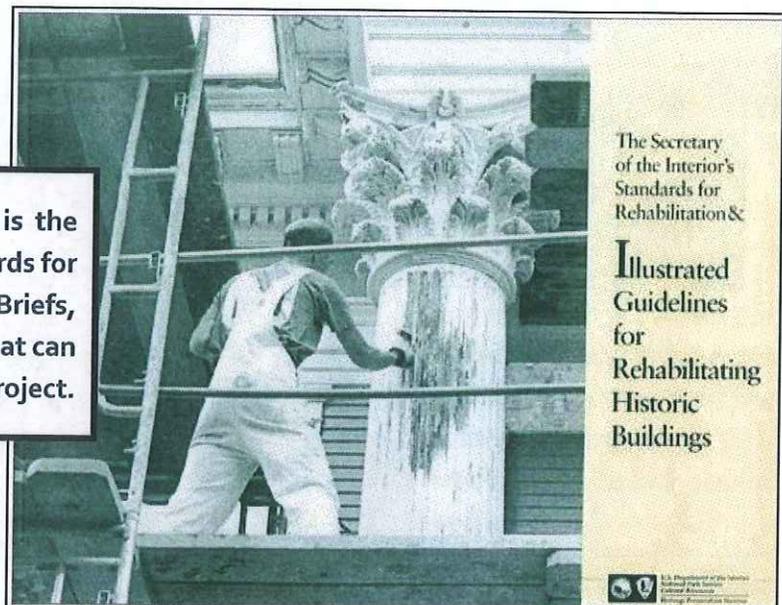
The Design Committee of the Rawlins DDA/Main Street is available, at no charge, to provide technical expertise and assistance for restoration projects. Tax credits for rehabilitation work and low-interest loans for approved buildings improvements are available. The Historic Architecture Assistance Fund will provide the services of architects to the owners of historic buildings or buildings located in Main Street communities to address issues involved with the rehabilitation and use of such properties. The Maintenance section of these Guidelines have a list of resources for your reference. The Design Guidelines are intended to make your project affordable while being historically accurate and cohesive with the rest of the downtown environment.

The following pages present the guidelines in relation to 15 topics that are important in downtown Rawlins. Each topic has a brief description followed by suggested guidelines. When appropriate, photographs and sketches that help to illustrate the desired pattern are also provided.

These 15 topics have been broken down into four categories:

1. Preservation Basics
2. Façades & Their Elements
3. Storefront: Signage, Lighting & Entrances
4. Site Maintenance.

One of the other resources available is the Secretary of the Interior's Standards for Rehabilitation Preservation Briefs, which cover many of the topics that can arise in a preservation project.

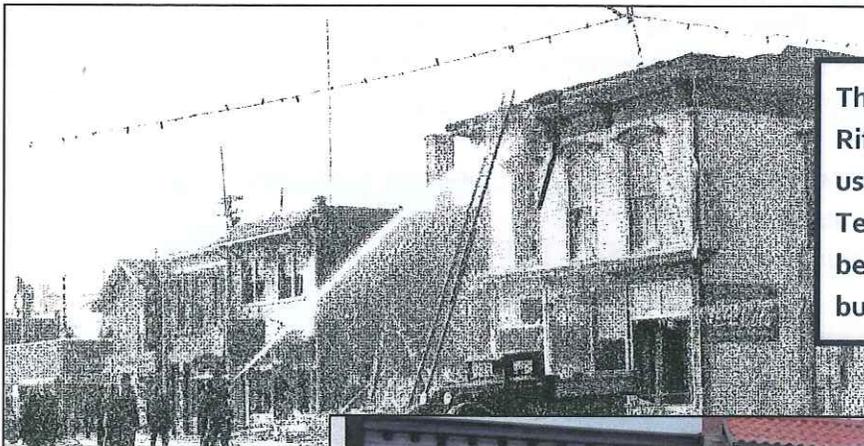


INTRODUCTION: PLANNING THE PROJECT

Although the City of Rawlins and Rawlins DDA/Main Street are not requiring compliance with these design guidelines, there is a mandatory review process for all new construction, restoration of buildings, signage, façade changes and other work related to these design guidelines.

If you are in the Rawlins Downtown Development Authority District, you must fulfill the following steps for a review of your project, in addition to the normal steps required by the City of Rawlins.

- 1) **Determine the historic value of the building.** Check with the Rawlins DDA/Main Street for information on previous building owners, historic photos, building conditions, and for listing in the National Register of Historical Places. Registered historical buildings may be eligible for special funding for their rehabilitation. Also, check with the Carbon County Museum for photographs and information on the building.
- 2) **Study the design guidelines.** Read the design guidelines. As you begin to envision your project, feel free to meet with the Design committee members or other members of the Rawlins DDA/Main Street board and staff for no charge.
- 3) **Plan the design.** Create a preliminary sketch of your design. Do not be afraid to seek experts that are knowledgeable in the design of historical buildings, including Rawlins DDA/Main Street, the City of Rawlins Community Development Department, and architects.
- 4) **Share design with Rawlins DDA/Main Street Design Committee.** Although compliance with these guidelines is not mandatory, designs must be reviewed. Turn in your design plan, as well as any supporting materials (such as photographs, drawings, color pallet and timeline) to the Rawlins DDA/Main Street Office. The Design Committee will respond with any suggestions within three weeks of the receipt of your design.



This photo, showing a fire where the Rifleman Bar is now located, was used to determine how the Rainbow Te-ton Entrepreneur Center should be restored in keeping with the buildings' historic character.

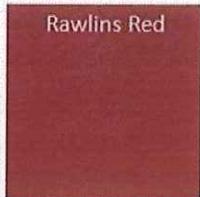
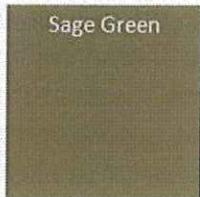
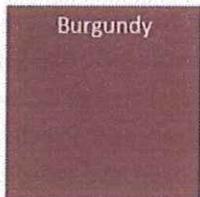
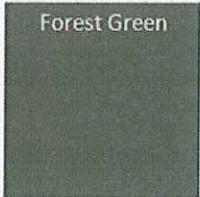
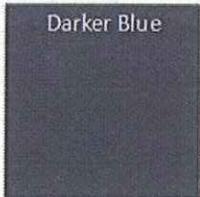
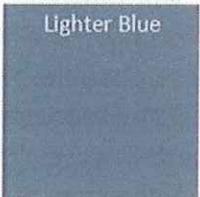
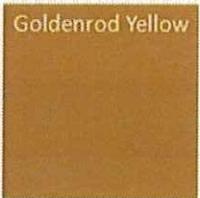
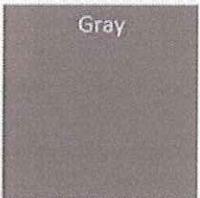
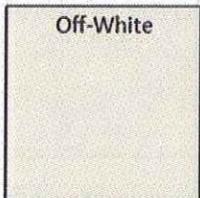


INTRODUCTION: ADDITIONAL RESOURCES

Rawlins DDA/Main Street also has information on free or reduced cost resources for your businesses and buildings. For more information on the following programs, please contact Rawlins DDA/Main Street.

- **Paint Program**—receive a percentage off the cost of paint for commercial exterior painting anywhere in Rawlins. Paint must be purchased in Rawlins and you must visit with Rawlins DDA/Main Street before beginning your project.

RAWLINS DDA/MAIN STREET DOWNTOWN COLOR PALETTE

 Rawlins Red	 Sage Green	 Burgundy
 Forest Green	 Darker Blue	 Lighter Blue
 Goldenrod Yellow	 Gray	 Off-White

Black and white are also included. See DDA/Main Street to receive exact colors.

These are the **Paint Program** colors. If these colors are used in the façades of buildings in downtown, a greater percentage of the paint cost will be reimbursed than if other colors are chosen. In buildings outside of downtown, all color choices will be given an equal percentage for reimbursement.

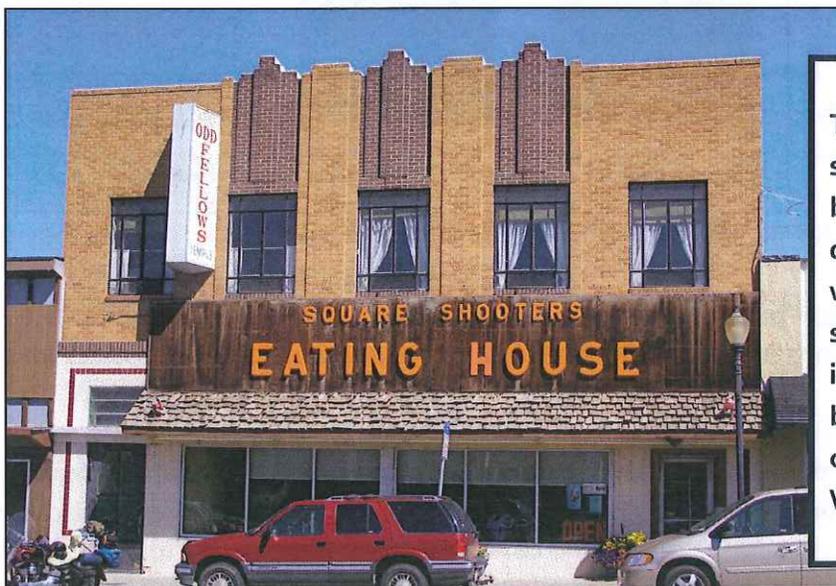
- **Historic Architecture Assistance Fund**—provide the services of preservation trained architects to the owners of historic buildings or buildings located in Main Street communities to address issues involved with their rehabilitation and use
- **Challenge Loan Fund**—state works with a local lender on a loan to a building owner for building improvements to maintain the structure's historical character, leading to lower interest rates
- **Other programs**—new programs and educational opportunities are being offered each year. Contact Rawlins DDA/Main Street for more information.

BASICS: ACCURATE HISTORIC PRESERVATION

Several historic styles exist side by side in downtown Rawlins. Most examples fall into a Western Victorian classification dating from the late 19th century to World War I. The second most dominant style are examples of the Art Deco style that dominate American architecture from the mid 1920's to about 1945. Rawlins is fortunate to have a number of fine examples of these styles remaining in the downtown area. It is important to preserve examples of Rawlins' true past and to create a downtown having an authentic character. An important part of realizing this objective can be attained through the authentic preservation, restoration or rehabilitation of those historic and significant buildings. Therefore:

Guidelines:

- Take measures to sustain the existing form, integrity and materials of historic and significant buildings.
- Before undertaking any improvements to historic or significant buildings, study old photographs to understand how windows and storefronts were designed. Give attention to the location and proportions of openings and trim that existed on the building.
- Preserve the original character of each building as an important part of Rawlins' heritage. Do not remove or alter those features of a building that establish its historic significance.
- Avoid "modernizing" or adding "historic" detailing that were not, in fact, a part of Rawlins' past. Changes that will substantially alter the original character of historic and significant buildings are not encouraged. For example, the "Old West" look is inappropriate.
- Where possible, restore buildings whose historic character has been defaced. This can be accomplished by careful renovation or rehabilitation.
- In certain cases, changes to façades may be considered as a significant example of the time period in which the changes were made. Those examples will have historic significance and should be preserved.
- In general, to achieve accurate historic preservation, keep in mind the surrounding buildings and create a plan that works with them.



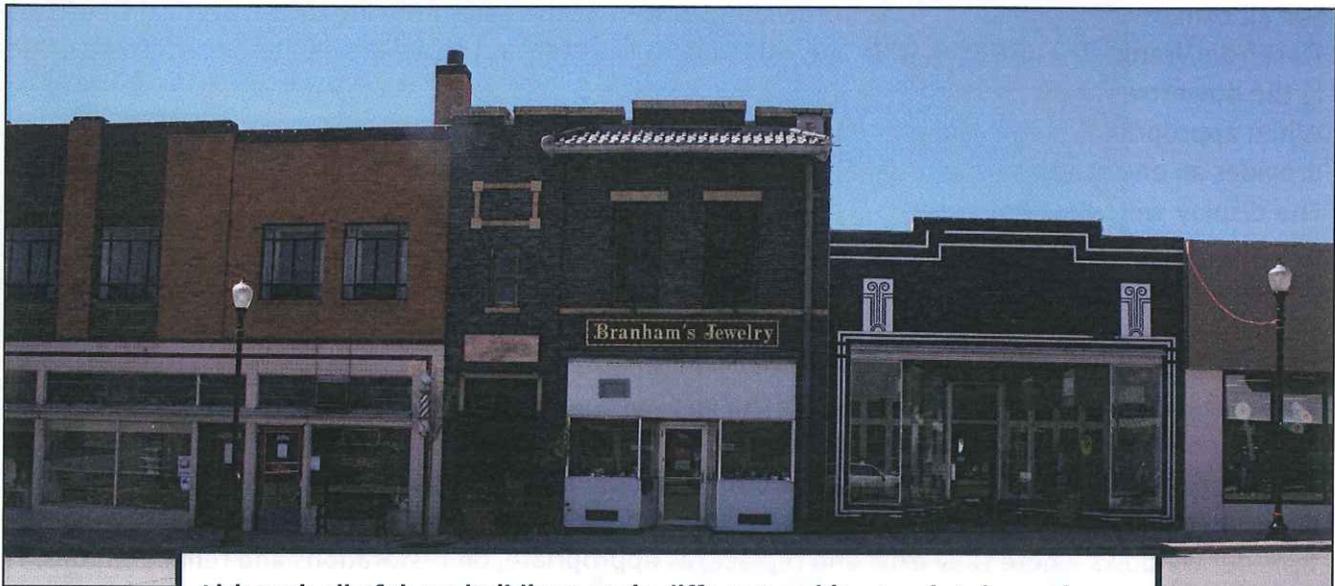
This façade originally showcased a unique brick and tile art deco design (note the red and white tile on the lower section and dark brown insets above) that has been inappropriately covered by an "Old West" façade.

BASICS: BLOCKS AS ONE ENTITY

Each block creates an important entity in downtown Rawlins. The streets in downtown are wide and straight and the buildings along them vary only slightly. All of the buildings tend to touch one another, presenting essentially a solid wall that defines the street. Because of these attributes, each block is seen as a individual totality. These guidelines seek to strengthen and improve the block as a single entity. Therefore:

Guidelines

- Align all façades at the sidewalk line to define the street space.
- Building height should be comparable to adjacent structures. Buildings in downtown Rawlins should be 1-2 stories tall.
- Preserve the scale and rhythm of the shop fronts that have evolved as a result of the 25' wide platted lots.



Although all of these buildings are in different architectural styles and different widths, they still help create a unified block through their alignment at the sidewalk line and relatively similar height.

BASICS: COMPATIBLE STOREFRONT DESIGN

The evolution of our downtown building design is directly tied to the evolution of lower-level storefront design. It is the storefront design that usually undergoes change while the upper façade stays the same or is hidden behind a screen. This is true across the county and in downtown Rawlins. As fads or trends gain popularity, storefronts are “modernized” or changed to reflect these trends. Oftentimes the resultant storefront design is a direct contradiction to the rest of the building or to other buildings along the street.

Yet, the traditional storefront design of historic Rawlins is as functional today as it was in days past. The traditional storefront design was used with remarkable uniformity throughout Rawlins. It is perhaps the most important pattern in providing a streetscape that has visual continuity and human scale. Creating and preserving compatible storefront design will be essential in retaining or recapturing these attributes for downtown Rawlins. Therefore:

Guidelines

- Every commercial façade should contain a storefront frame designed to fit inside the storefront frame opening as established in “Consistent Façade Components” section (p. 12) of these guidelines.
- For all construction activities, from renovation to new construction, maintain the vertical height of the storefront frame (the distance from the sidewalk to the storefront lintel) to match what exists presently in the downtown area.
- When appropriate, recess the entry at the front door. This places an emphasis on the entrance door and provides an enclosed and sheltered entrance that invites the pedestrian into the shop.
- The display windows should be kept transparent with the largest possible window areas. This maintains the historic pattern while allowing a maximum amount of natural light into the shop and giving the potential customer a full view into the store. The cost and maintenance of large display windows can be reduced by unobtrusively dividing the window area into several sections. In Rawlins, display windows were typically divided into no more than four sections and this pattern should be respected.
- Retain the historic bulkhead panels below the display window and consider replacing if missing. Materials and colors should be coordinated with other trim elements on the building.
- Historic dimensions of door and window frames should be respected. Too narrow frames will alter the proportions of the storefront and negatively affect the integrity of the storefront along the street. Retain transom windows where they exist and replace, as appropriate, on restorations and rehabilitations.
- If you can’t maintain windows, please try to remedy the problem by sticking to the original intent of the building.



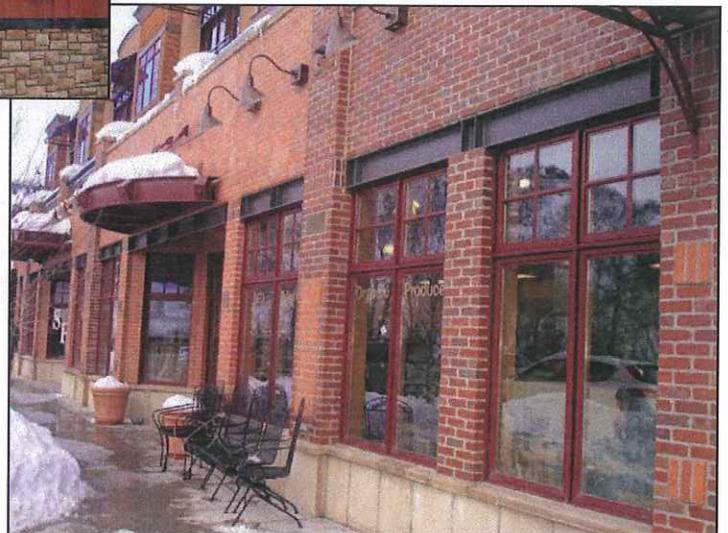
All of these buildings include similar façade components, from the storefront frame to the lintel to the solid upper level façade. Most also include a recessed entry into the store.

BASICS: COMPATIBLE NEW DESIGN

For new construction, buildings additions, or for the redesign of existing structuring, choosing a “style” is important. The National Trust for Historic Preservation discourages historic imitations in its policies and instead promotes compatible new design. The National Register of Historic Places can revoke National Register designations in districts where the integrity of an historic district has been compromised with imitative infill construction. A National Register designation is of value to the community in maintaining an authentic image, contributing to Rawlins’ tourist appeal and being eligible for funding for private and public entities. Infill construction activities in downtown Rawlins should promote and strengthen the integrity of the area as an historic district. Therefore:

Guidelines:

- New construction should look new. Every building should be an accurate reflection of its own era. It should reflect contemporary construction techniques while being a good neighbor with all the other buildings along the street. It is important to avoid imitating or mimicking historic details or treatments in an attempt to make the construction appear to be from an earlier era.
- New construction is required to be compatible with the other important buildings around it. An approach is sought which strikes a balance between existing historic and significant architecture and good contemporary design. The designer of new construction should be allowed freedom to pursue a wide variety of solutions subject to design compatibility regarding its conformance with other guidelines set forth herein.



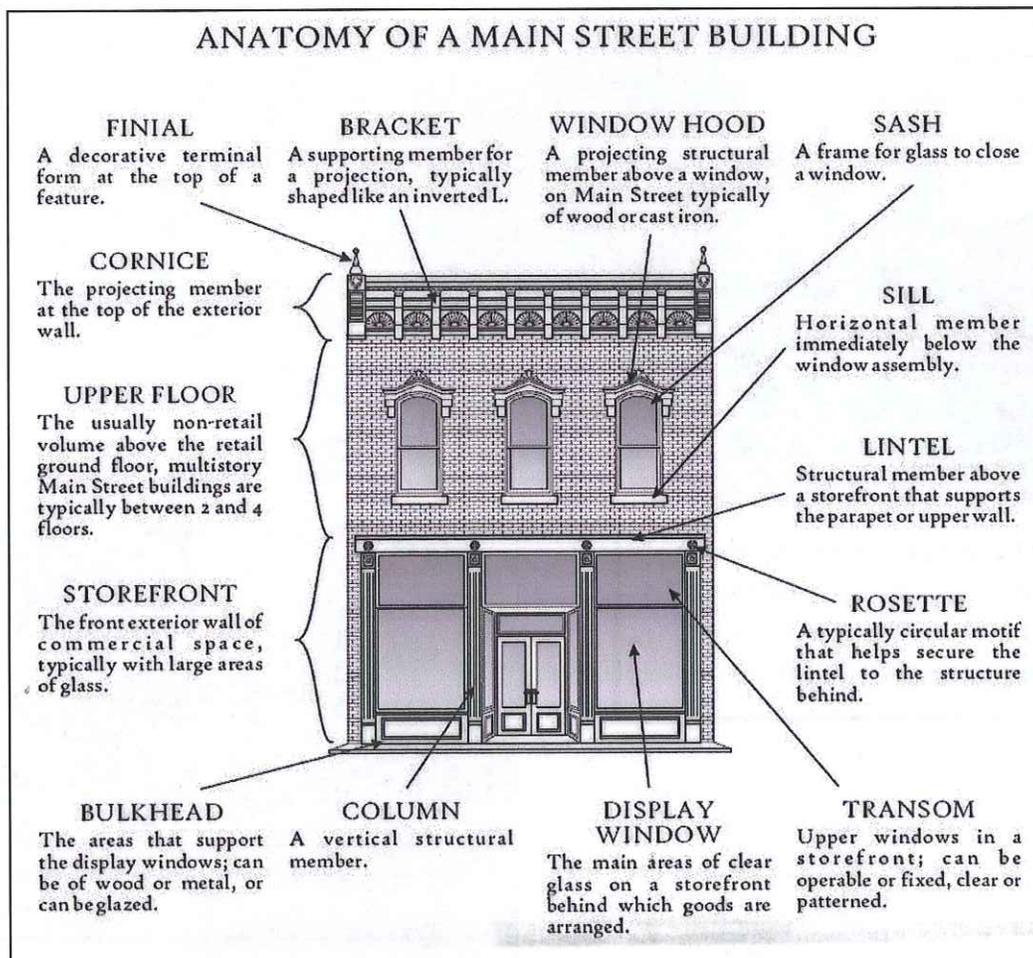
Both of these buildings (in Rawlins, above and from Rock Springs Design Guidelines, right) display new construction which is compatible but not overlay imitative.

FAÇADES: CONSISTENT FAÇADE COMPONENTS

Virtually all the façades for commercial buildings along Cedar Street share similar components. While these components may be combined in different ways, their consistent repetition creates a visual continuity on the streetscape. Therefore:

Guidelines

- All restorations and rehabilitations along Cedar Street should replace or preserve, and all redesigns and new construction along Cedar Street would provide, where applicable:
 - Upper cornice or coping. See “Cornices and Copings” (pg. 18).
 - A solid upper level façade with consistent upper story windows. When upper level windows are anticipated, they should be treated as openings in a solid pane, rather than treating the upper level façade as a transparent wall. See “Consistent Upper Story Windows” (pg. 18 & 19).
 - Storefront lintel or lower cornice. This is a continuous horizontal band that separates the storefront frame from the upper level façade.
 - The storefront frame. Every façade should have a well-defined frame(s) that contains the storefronts. It is the area(s) bounded on either side by the walls or bays of the building, the sidewalk on the bottom and the storefront lintel at the top. The storefront frame is a structurally unobstructed opening into which the storefront is inserted.



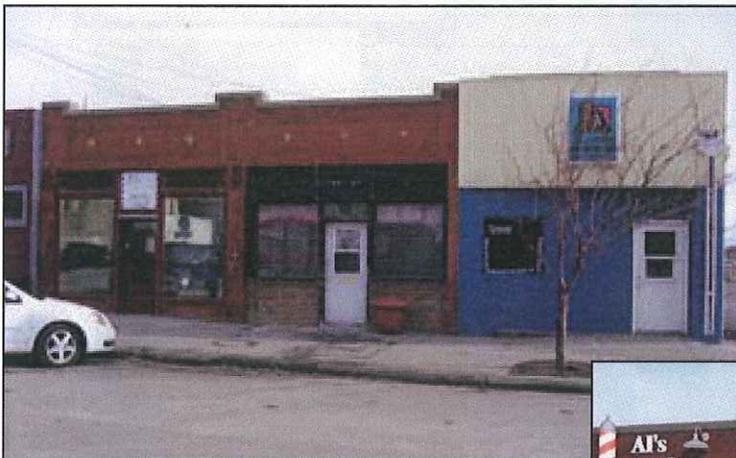
FAÇADES: RELATED FAÇADES

Since buildings typically stand side by side and the roofs are typically not visible, the building façade is the primary visible aspect of the building from the street. As we have talked about earlier in “Solid Blocks,” it is important that the street be an unbroken row of façades. Other sections will discuss the important ways to arrange façade components. This pattern identifies critical aspects of the overall size, shape and location of building façades.

The general combination of façades in downtown Rawlins had grown out of a combination of the one- or two-story height of the buildings along with the original platting of the downtown blocks into lots of approximately 25 feet in width. This has created a rhythm of façade proportions that gives the downtown streets their characteristic scale. This scale is an important attribute that should be maintained and reinforced. Additionally, virtually all buildings along Cedar Street had their façades located at the sidewalk line. This provides a clear demarcation between the public and the private realms and clearly defines the Cedar Street space. Therefore:

Guidelines

- All building façades along Cedar Street and elsewhere in downtown where appropriate should be located at the sidewalk zero-lot line.
- Downtown buildings generally share a similarity of height of one or two stories. New construction or buildings additions should respect this. Building height at the sidewalk line should be limited to two stories.
- The characteristic proportions of existing façades should be respected in all new construction or redesigns. If new construction or redesigns involve a very wide façade, consideration should be given to articulating the façade using a number of bays, pilasters, etc. to maintain traditional proportions.



This potential redesign of stores along 4th St. shows a wide building being restored to a façade that is appropriate and authentic, while maintaining separate bays for different businesses.



FAÇADES: APPROPRIATE FAÇADE COLORS

Façade colors are an important pattern in any downtown area. In downtown Rawlins, the wide straight streets and the lack of large vegetation along the streets enable viewers to see many façades at once. If the variety of colors of façades along the streets compliment one another, the downtown will be seen as a more unified area. The color(s) chosen to paint each façade is an expression of identity for each business establishment and a wide range of choices is possible. Still, there are neighbors to be considered and it is important to think of downtown as “family” of buildings that stand together as a unified group. Therefore:

Guidelines

- Rawlins DDA/Main Street has created a color palate that includes many colors. We recommend that these are the colors used throughout the downtown to create the unified look while still allowing diversity. Also, if these colors are used on building exteriors, a larger percent of the paint costs will be eligible to be paid back through the Paint Program.
- Develop a color scheme for your individual building front that ties all the façade elements together visually and is harmonious with other buildings on the street. Please feel free to retain the help of the DDA/Main Street Design Committee or professionals to develop color schemes that were typical for buildings of a similar era and style.



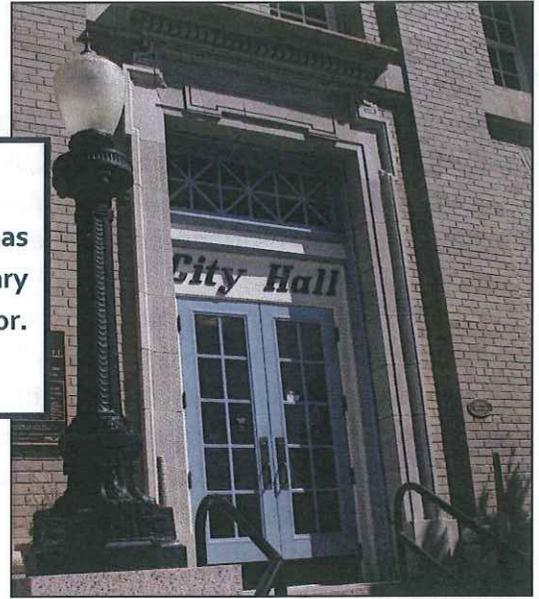
Rasmusson Furniture
choose a varied
yet appropriate color
scheme when renovating
their façade.

- Limit the color scheme to two or a maximum of three colors.
- Choose a base color for the façade that goes well with or compliments the natural landscape around Rawlins. Avoid bright or luminescent colors completely. However, slightly “deep” colors will be more effective than “pastel” which tend to look weak during the winter months. Generally speaking, a base color which is darker than the trim will create a “calmer” facade than a base colors which is lighter than the trim. Avoid using white as base color, as it will appear too glaring in the summer climate of Rawlins. Colors containing violet tinting can quickly chalk and fade.
- Building trim can be painted in a more decorative manner than the bulk of the building. Consider using a lighter or darker shade of the base color. The building trim should be clearly defined but the trim colors should not overpower the building.

FAÇADES: APPROPRIATE FAÇADE COLORS, CONTINUED

- Be reserved in the use of bright colors for accents. These should be limited to such important minor scale items such as a building sign, entrance doors and window sashes.
- Leave natural masonry unpainted. If an existing masonry building is already painted, consider applying new colors that simulate the original color of the masonry. Do not under any circumstance sandblast masonry to remove paint, instead, consult a professional.

Here the City of Rawlins has accented their natural masonry with a bright accent color.



- The “rustic” look of natural wood is not a historically accurate aspect and is not appropriate in downtown Rawlins. Painted wood surfaces are most appropriate and stains can be acceptable if they give a suitable finished look.



The brick on this hotel has been painted with vivid colors. Painting brick is discouraged, as paint does not adhere well to brick. Paint requires constant upkeep due to the harsh climate of this area. The vivid colors change the character of this unique, historic building (From Rock Springs Design Guidelines).

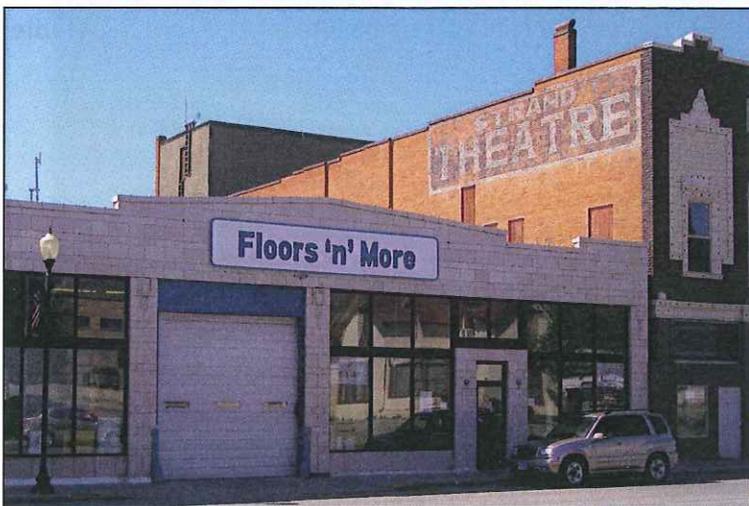
- Natural finish aluminum door and window frames and other reflective metals should be painted a trim color or replaced with anodized aluminum, except where natural finished aluminum is an integral part of an historic structure.

FAÇADES: APPROPRIATE FAÇADE MATERIALS

The majority of significant buildings along Cedar Street and in the downtown area utilize brick as the principal façade material. Also, several important buildings are constructed with cut ashlar stone. A few of the older buildings still retain stamped metal cornices and several Art Deco stores retain their original glass and ceramic tile façades. This great diversity of façades is a unique characteristic of downtown Rawlins and should be preserved and celebrated. Use of appropriate materials on the decades of downtown buildings is an important aspect in creating and maintaining a downtown area that is unified and distinctive. Therefore:

Guidelines

- Restorations, rehabilitations and additions to existing buildings should respect the original façade materials. Material unit sizes, colors, and treatments should match the original. Synthetic imitations of traditional materials should always be avoided.
- Original masonry finishes should be retained wherever possible. Avoid painting masonry and never sandblast it.
- For new construction and redesigns, use building materials that are similar in scale, texture and finish to those found historically in downtown Rawlins. These are principally found to be: brick masonry, ashlar cut stone masonry and glass or ceramic tile.
- Windows and doorframes should be made of historic materials or from materials having a similar scale, texture and finish. Avoid reflective metal finishes unless they are historically accurate.
- Major façade materials should be left intact. Large areas of plastic or metal should be avoided on the building front.
- Windows should be clear or lightly tinted glass. Always avoid reflected or darkly tinted glass windows as this does not allow customers a clear view into the business.



Façades in Rawlins are constructed with a variety of materials—some buildings even use two in one building (below).

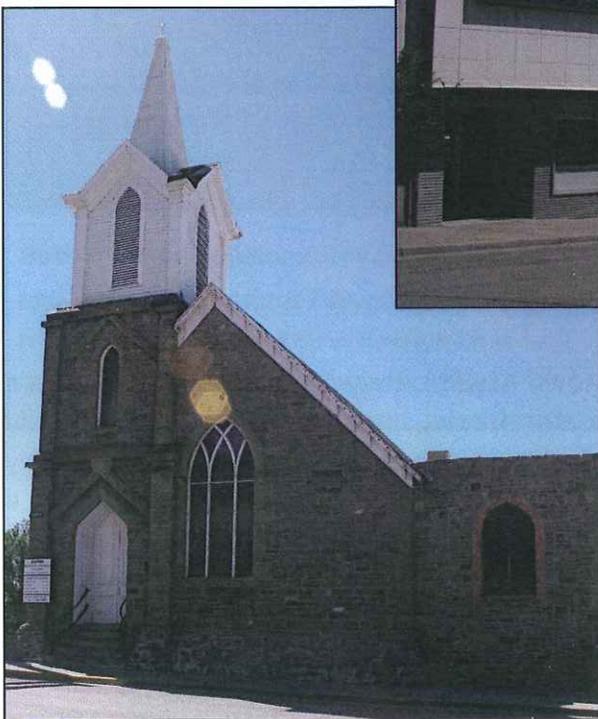


FAÇADES: NON-VISIBLE ROOFS

In the historic downtown of the American West, the roofs of commercial buildings were seldom visible. The commercial buildings of early Rawlins usually had simple flat roofs for economy. Because the commercial lots were narrow and deep and because buildings typically stood side by side, these roofs typically sloped to the back for drainage. On occasions where buildings were freestanding and could, therefore, utilize a gable roofs, in most cases the building employed a “false front” facade to obscure the roof from the street. As a result, in Rawlins and throughout the American West, the roof is not a part of the visual language of the downtown commercial district. Therefore:

Guidelines:

- For new buildings, additions to existing buildings, and redesigned buildings ensure that roof surfaces are not visible from the public way.
- Remove or appropriately screen from public view all non-integral items attached to roofs, such as antennas, signs and mechanic equipment.
- Where existing historic buildings have roofs that do not conform to this pattern their roofs should be kept as simple as possible.



(Above) This panoramic view of a block does not show a single roof. (Left) The visible roof on the historic church is simple and non-obtrusive.

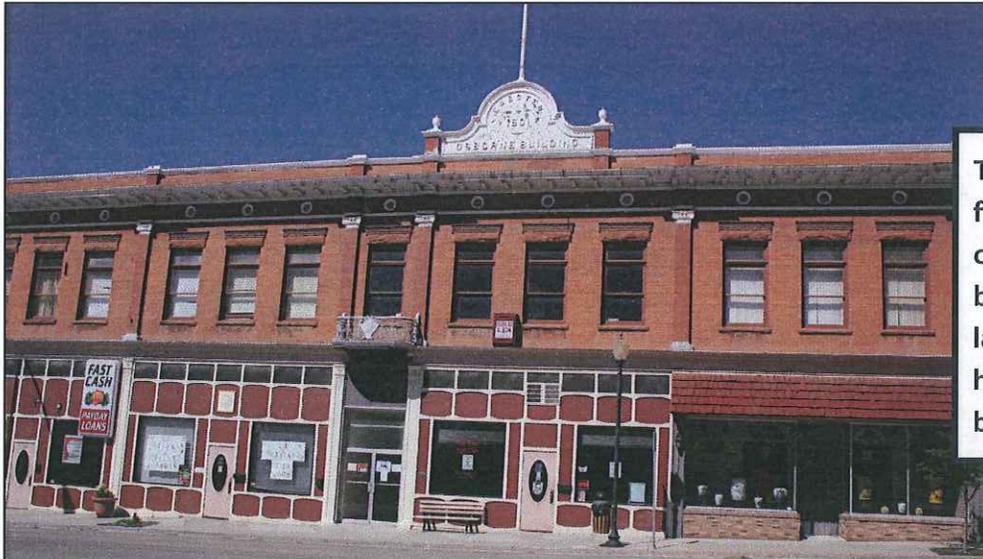
FAÇADES: CORNICES, COPINGS, & UPPER-STORY WINDOWS

CORNICES & COPINGS

Virtually all façades need some type of cornice or coping. These elements cap the façade and provide a visual terminus to the buildings as well as performing a construction function in terms of weatherproofing. In some Victorian era buildings the cornice is an elaborate affair with crown moldings, scroll brackets and, at times, a plain or decorate frieze. These cornices are often capped with a false pediment containing the name or date of the buildings. Late buildings often replaced the elaborate cornice with some sort of simple, yet defined, coping. Therefore:

Guidelines

- Preserve or replace cornices when restoring or rehabilitating any historic or other significant buildings.
- Express cornices or copings in a contemporary manner on new or redesigned structures. Maintain the original cornice location when using a simplified version on a redesign.



The Osborne Building features a detailed cornice throughout the building topped by a large pediment highlighting the building's name.

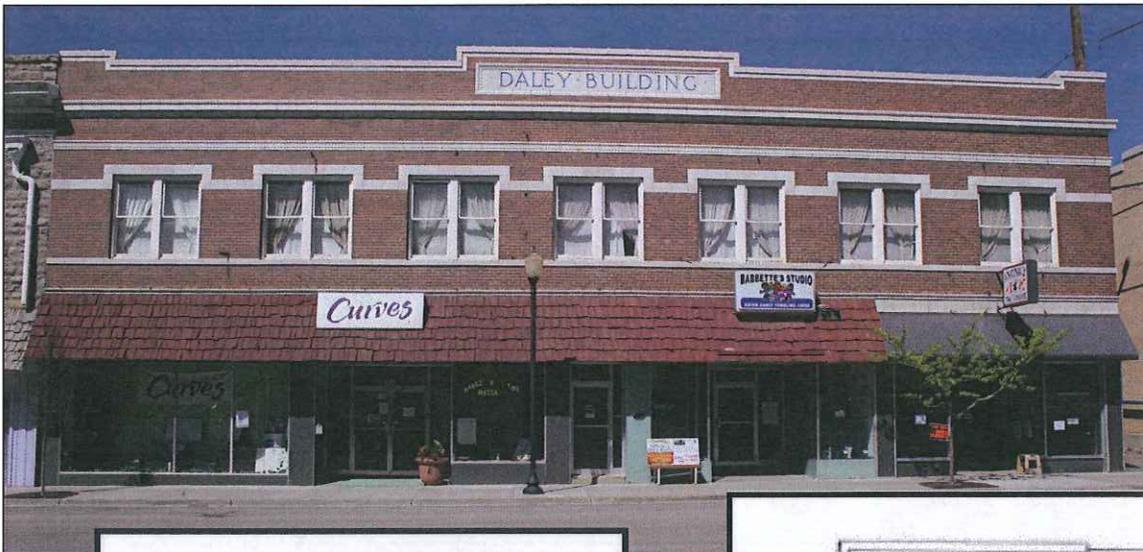
UPPER STORY WINDOWS

Where windows occurred on upper stories of buildings in downtown Rawlins, they occurred consistently in a similar manner. Unlike the fully transparent character of the storefronts, upper story windows virtually always occurred as voids in a solid wall. The total window opening area of the upper façade was a relatively small percent of the total upper façade area. Upper story windows were nearly always spaced in a symmetrical pattern along the façade width in a distinct rhythm. The sills and heads of the openings were always aligned vertically. The predominant operable window of the earlier era was the double hung window, which usually has vertical proportions of a height about twice its width. The size, shape and spacing of these windows contribute to the character and visual unity of the street. Therefore:

FAÇADES: CORNICES, COPINGS, ETC., CONT.

Guidelines

- Maintain a ratio of solid to void in the upper façades in all new or redesigned two story structures typical of existing two story buildings in the downtown area.
- Preserve or restore original windows on restorations and rehabilitations.
- Maintain and reinforce the historic pattern and spacing of upper story windows that take place in the general building pattern. The upper story windows in any single building should form a recognizable rhythm.
- Retain the horizontal alignment of upper story windows so that, when possible, upper story windows in an entire block can have a consistent sill line. All upper story windows on single building should have a consistent sill line.
- Maintain the historic vertical proportions for upper story window openings.



(Above) The Daley Building is an excellent example of upper story windows that occur consistently and in alignment with each other. The building owner has also gone above and beyond by making the windows appear attractive on the upper story so that is less noticeable that they are unoccupied. (Right) This illustration shows an appropriate façade plan for downtown, featuring appropriate upper and lower windows.



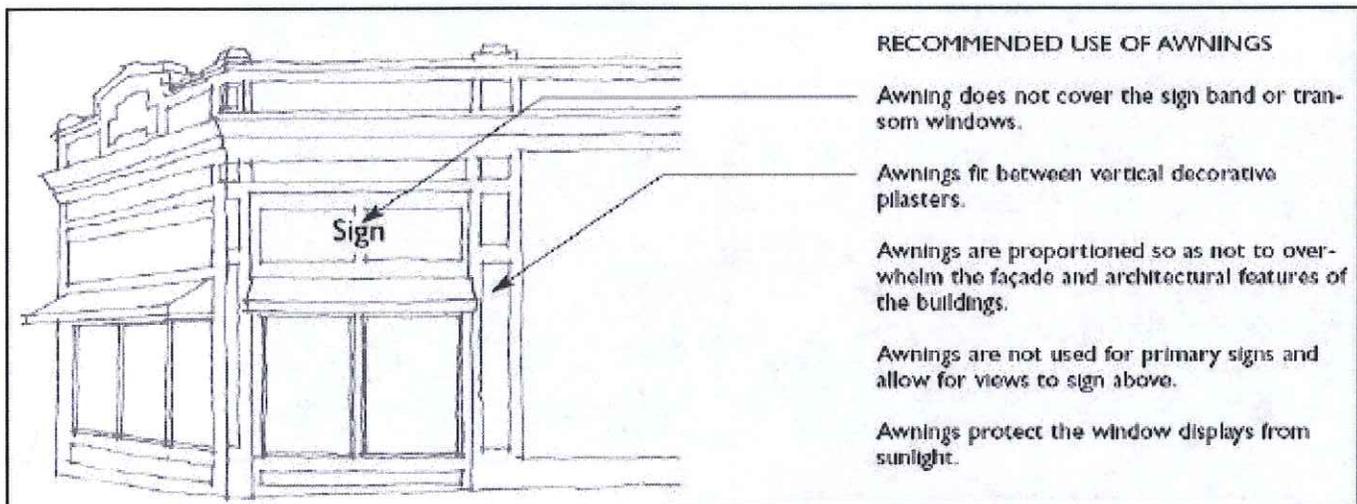
STOREFRONT: STOREFRONT AWNINGS & CANOPIES

Storefront awnings were a part of the language of the street in downtown Rawlins in earlier years, particularly for those storefronts that face south and/or west. In later years, the canvas awning were often replaced by a more desirable fixed canopy.

Awning and canopies provide a functional addition to the streetscape by providing weather protection and sun control. In winter, operable awnings provide the flexible choice of opening south facing windows to more sunlight. Storefront awning also provide color and depth to the building façade while creating areas on the street where shoppers are encouraged to stop, look in display windows and step inside the shop. Therefore:

Guidelines

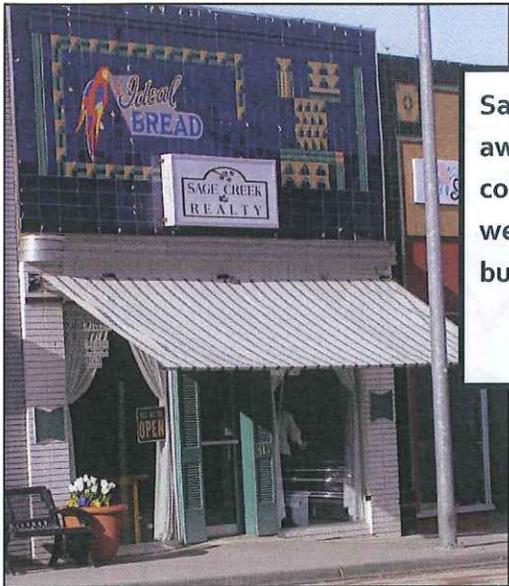
- Awnings and canopies should fit within the transom area and be visually contained within the building framework of columns or other architectural trim.



- Storefront level awnings and canopies are best if they extend only to the tops of the display windows.
- Upper level awnings and canopies look best when protecting or accenting upper floor windows.
- Every awning or canopy should be custom designed for the building. It should match the shape of the opening. That is, if the opening is arched the awning should be arched also. Awnings and canopies should also match the width of the storefront or window opening. No important detail on the building façade should be obscured.
- When a number of awnings are used on a single building, all awnings should align along the bottoms. Color, pattern and materials should be similar.
- The materials, color and pattern of awnings and canopies should be carefully integrated into the overall design of the entire buildings façade.
- Shake shingle awnings are not appropriate.
- The distance that awnings or canopies project into the public space should be coordinated with any sidewalk improvement design to assure that any defined pedestrian movement zone along the sidewalk does not lie directly under the drip line of an awing or canopy.

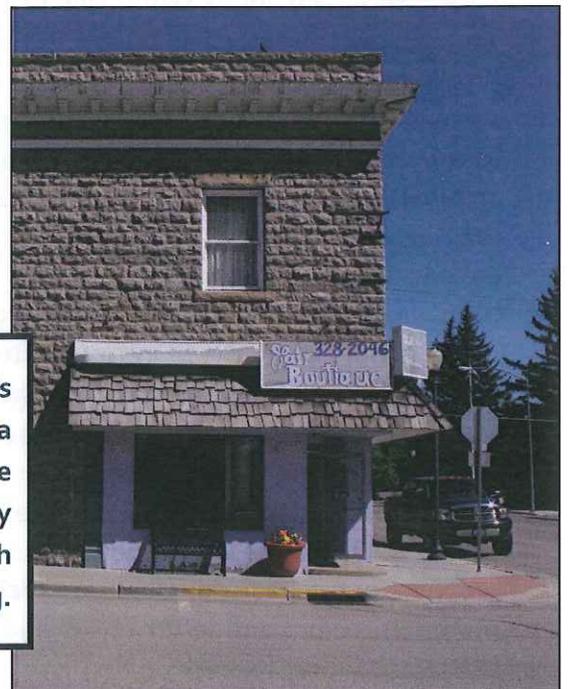
STOREFRONT: AWNINGS & CANOPIES, CONTINUED

- Shed awnings made from canvas with operable mechanics to roll the awning in and out are recommended.
- Rigid awnings and canopies, odd shaped awnings, bull nose awnings and bubble awnings are not considered historically correct. A fake mansard roof is also inappropriate as an awning. Debris and dirt easily collect on these types of awnings and soon look unsightly.
- Call or visit Rawlins DDA/Main Street for a list of local awning and canopy makers.



Sage Creek Realty's awning displays good color choice and fits well within the building framework.

The shake shingles put on this building during a "modernization" of the storefront are not historically appropriate and do not match the character of the building.

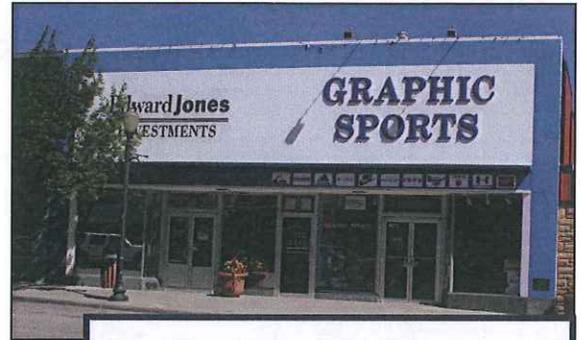


STOREFRONT: BUSINESS SIGNAGE

Business signs are a vital part of downtown as they call attention and create its business image. Downtown Rawlins exhibits a wide range of business signage. For the most part, business signage on Cedar Street is mounted flat against the façades and is unlighted. Only a few of the business signs are integrated into the overall design of the building façades and in a few cases the signs overpower the buildings. This trend is counter-productive. As each business sign attempts to overpower others on the streets, none stand out in a jumble of conflicting messages. The character of downtown Rawlins as well as its visual continuity and human scale are strongly affected by the nature of the signage for businesses along the street. This pattern should be considered as comparable in importance to “Storefront Design” for attaining an integrated and positive image in the downtown. Therefore:

Guidelines

- Signs should meet all City codes and comply with the applicable provisions of the other codes adopted by the City. City signage is primarily regulated by Municipal Code Title 19.48.
- A number of types of signs are appropriate in the downtown area. As a first step, consider what type would be most suitable for the business being considered.
 - Printed signs: The most common type of sign uses work to communicate the nature of goods, services or business within.
 - Symbolic signs: Makes use of a logo or symbol (such as a barber pole) to communicate quickly and clearly the nature of the goods or services offered.
 - Displayed goods as signs: Handsomely displayed goods are self-defining and greatly reduce the need for elaborate signs.
 - Shop activity as signs: This form of communication works very well as a sign. The activity is used as its own marquee.
- Signage should be placed on an appropriate and compatible place on the building. Signs should not obscure architectural details or features. Arches, glass transom panels and decorative brickwork are just a few of the features found downtown which reflect aspects rarely duplicated today. This detailing greatly enhances the downtown atmosphere. Use signs to help reinforce the horizontal lines of molding and transoms seen along the street. Some appropriate locations for signage are:
 - Under or on the storefront lintel.
 - Painted on the display windows.
 - On the upper façade (one story buildings only).
 - Projecting from the building.
- It is important that business signage be of an appropriate design. In every case, the sign(s) should be clearly subordinate to the buildings and integrated into the overall design of the façade. Use signs to emphasize architectural elements such as the storefront frame, the entrance, storefront lintel, etc. Sign materials, colors and letter styles and sizes should be carefully selected to relate and to be compatible with the building façade.
- For buildings having more than one sign, a sign plan should be developed to assure coordination of all signs in terms of alignment, compatibility, lighting, etc.

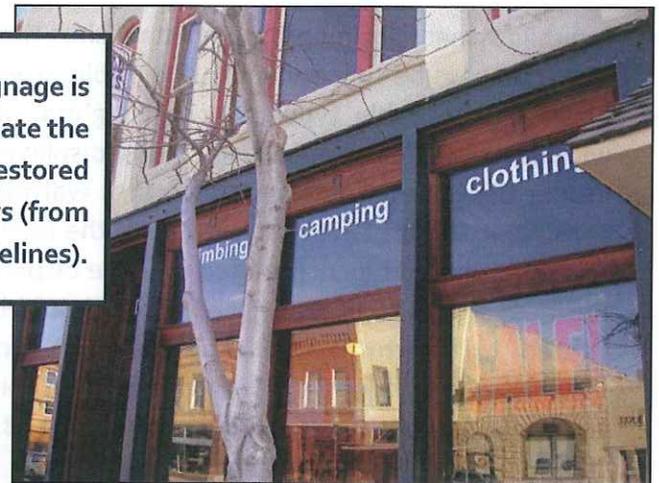


These businesses both feature printed signs that fit into the architecture of the building, within the “new” feel of the building.

STOREFRONT: BUSINESS SIGNAGE, CONTINUED

- Avoid temporary signs mounted on the building, display windows or doors, etc. A more appropriate way to announce sales or specials is to place the information on an easel or sandwich board on the sidewalk separate from the buildings.
- To directly illuminate signs, use a series of gooseneck or similarly shielded extended arm fixtures, which direct light to the façade and are compatible with the design of the building. Flashing, internally lit signs and moving lights are discouraged. They are out of place in the pedestrian-scaled downtown and produce visually clutter. Appropriately placed and sized neon signs are acceptable.
- Only one projecting sign per business or storefront should be used. Projecting signs should not extend over public property more than 1/3 of the sidewalk length. A sign should not project over the street line. Projecting signs should fit within the architectural features of the building and be a minimum of eight feet above the ground.
- Above all, make the signs unique and personal to the business advertised. Signs provide by national distributors should not be used. Quality of workmanship and construction are vital to having a sign that represents an establishment in a quality manner.
- Utilize the DDA/Main Street Design Committee or professional help for signage design and choose a sign maker carefully.
- Contact Rawlins DDA/Main Street for a list of local sign makers and installers.

This appropriate signage is used to communicate the goods sold on restored transom windows (from Rock Springs guidelines).



Windy Corner's signage follows the guidelines for business signage, from being compatible with the style and features of the building, to appropriate lighting, to being unique and of good quality.

STOREFRONT: ATTRACTIVE LIGHTING



Downtowns, if they are truly to be the heart of the community, must function as a center of activity not only during the day but also at night. In Rawlins particularly, where in the winter months darkness falls during store hours, lighting is an important part of the street environment. Lighting can serve to enhance the display of goods and services in shop windows, help foster security and crime prevention, provide for safe movement of pedestrians and contribute to the overall night time ambiance of the downtown area. This is an important pattern in the downtown that should be strengthened and encouraged.

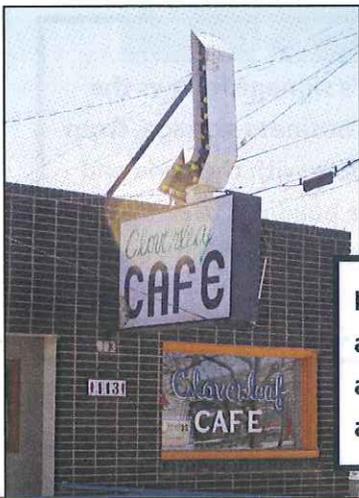
There are essentially four types of lighting that can occur in the downtown:

- public street lighting,
- lighted signs and graphics,
- highlighting of buildings features and other landmarks, and
- lighted display windows.

Each of these types of lighting should be complementary with the others. Importantly, all but street lighting involves the private sector. Therefore:

Guidelines:

- A public street lighting program establishes the principal lighting pattern along the street. Private lighting should always be subservient to the public street lighting in visual impact.
- The most desirable type of private lighting is the light cast onto the street from warmly lit display windows. Besides illuminating goods displayed in the windows and calling attention to the activities inside, this type of lighting also brings warmth and intimacy to the street. In many cases, if used in a consistent and creative manner, this is the only type of private lighting that will be needed to be effective. All stores should be encouraged to leave display windows lighted during the evening hours.
- Business signs should be lighted. They should be externally illuminated; avoid all signs that are internally lighted. Light fixtures should be placed in a manner that the light source is not visible to passers-by. Mounting hardware and electrical ducting for lighting must be integrated into the design of the sign.
- Use incandescent lights of exterior lighting. Bare floodlights without reflectors project an intense light that is not appropriate in the downtown area. Neon lighting should be avoided except where it is intrinsically part of a period Art Deco or Art Moderne building.
- The design of all visible lighting fixtures should be fully compatible in scale and character with an overall design of the entire building façade. Fixtures should be simple in form and should not obscure details or ornamentation of the building façade.
 - Certain special lighting effects may be appropriate if utilized judiciously. In special cases it may be advantageous to uplight a landmark or building or a portion of a building façade. This treatment should be limited to significant public or historic buildings only, such as City Hall or the Baptist Church.



Both of these businesses use attractive lighting that is appropriate for the architecture their building.



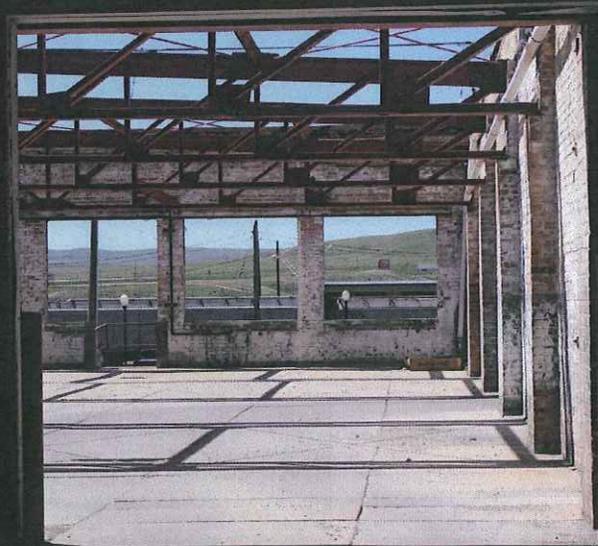
MAINTENANCE: BACK ENTRANCES

The space behind commercial buildings (alleys or other spaces) is often a forgotten area, thought of as a place where deliveries are made and the trash hauled away. However, the present trend is to develop public or private customer parking facilities behind these commercial buildings. This trend is bringing the backs of the buildings into full and open view. In such cases, the appearance of the backs of the buildings is important to the image of all the downtown area. Additionally, rear entrances to stores can benefit all the businesses downtown so that the customer can access the store in multiple ways. Therefore:

Guidelines

- Where the backs of shops or commercial buildings are adjacent to public or private parking facilities, consider providing a direct back entrance to shops from the parking area. The back entrance should occupy a relatively small portion of the rear façade and should not compete with the storefront in importance.
- Back entrances require an identity and should be attractive and inviting. Consider providing appropriate design elements such as an unobtrusive lighted sign, an awning and/or a small display window(s).
- Back entrances should be part of an overall design program for the back of the buildings which includes cleaning up wiring and utility services, providing appropriate enclosures for trash, upgrades facade and upper window treatment where appropriate, coordinate colors, etc.
- Don't just put in a door – upgrade the whole back of the building.
- Make sure to keep the back entrances clean.

The frequently-used parking lots behind Windy Corner and Domino's Pizza are examples of well maintained back entrances.



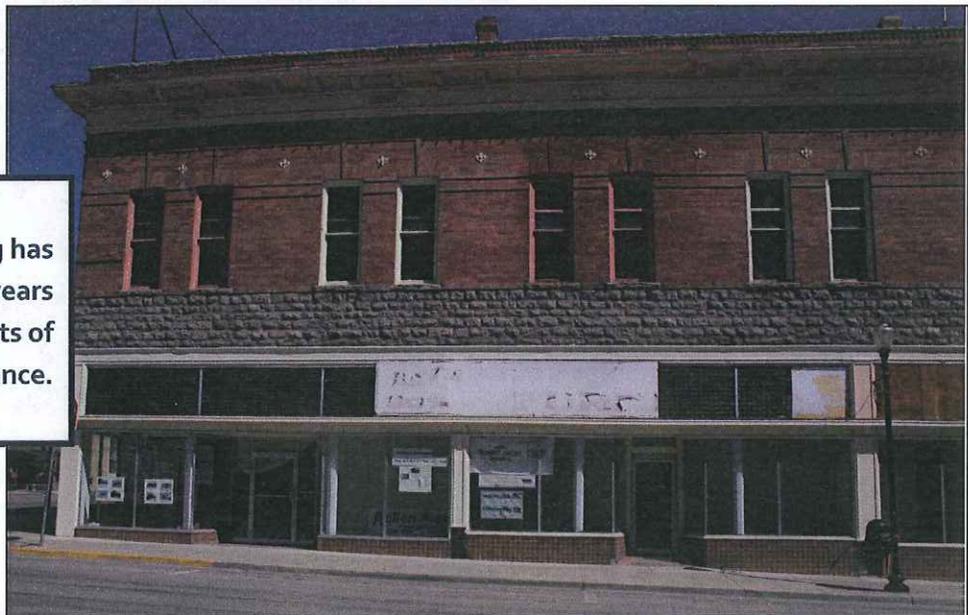
MAINTENANCE: GENERAL UPKEEP & SITE MAINTENANCE

Performing routine site maintenance is important as it presents a positive image to the shopper and can prevent costly repairs. Business owners should be aware of the condition of the exterior of the buildings. A neat clean area surrounding the buildings will create an inviting atmosphere to potential customers. Therefore:

Guidelines

- All buildings and features in the district should be preserved against decay, deterioration and structural defects. This includes:
 - Deteriorating foundations
 - Exterior walls that are unsafe
 - Replacement of parts of the façade that are missing
 - Defective roofs
 - Crumbling or loose exterior materials
 - Peeling paint
 - Faded, worn or torn awnings
- Any vandalism that defaces or mars the surface should be mitigated within 48 hours.
- All signs along with their supports, braces, guys and anchors should be in good repair, proper state or preservation and in a continual state of working order.
- Keep the entire store area clean. Cleanliness and maintenance of property are required by City Ordinances 8.08.040, 8.08.070, 8.080.170, 8.16.020, 8.16.090, 8.18.020, 9.12.030, 12.24.010, 12.24.020, 15.04.060 and 15.08.090. All city ordinances can be found on the City of Rawlins' website: www.rawlins-wyoming.com under the Government tab.

The Ferguson Building has been deserted for many years and is showing the results of the lack of maintenance.



MAINTENANCE: ADDITIONAL INFORMATION

Rawlins DDA/Main Street also has extensive information on aspects of site maintenance and upkeep. General topics are listed below; however, if other information is needed please do not hesitate to contact us for further resources or go to “Resources and Links” on our website www.rawlinsmainstreet.org.

Example of Information We Can Provide:

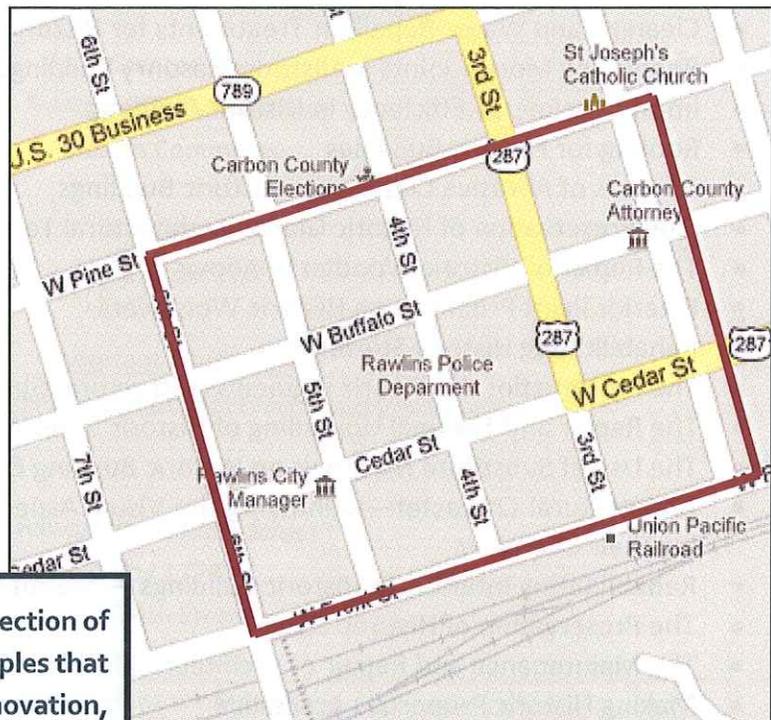
- How to clean and repair masonry, terra cotta, wood-framed buildings, copper window frames, aluminum storefronts, terrazzo flooring and more.
- How to repointing of masonry
- Affordable and energy efficient window repairs
- The Secretary of the Interior’s Standard for Rehabilitation which address a multitude of topics and are the standard for receiving tax credits for historic preservation. These cover 47 topics, a selection of which are listed below.
 - Cleaning and Water-Repellent Treatments for Historic Masonry Buildings
 - Repointing Mortar Joints in Historic Masonry Buildings
 - Improving Energy Efficiency in Historic Buildings
 - Roofing for Historic Buildings
 - Dangers of Abrasive Cleaning to Historic Buildings
 - The Preservation of Historic Glazed Architectural Terra-Cotta
 - The Repair of Historic Wooden Windows
 - Exterior Paint Problems on Historic Woodwork
 - Rehabilitating Historic Storefronts
 - The Preservation of Historic Pigmented Structural Glass (Vitrolite and Carrara Glass)
 - The Repair and Thermal Upgrading of Historic Steel Windows
 - The Use of Substitute Materials on Historic Building Exteriors
 - Architectural Character—Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving their Character
 - Rehabilitating Interiors in Historic Buildings — Identifying Character-Defining Elements
 - The Preservation of Historic Signs
 - The Maintenance and Repair of Architectural Cast Iron
 - Making Historic Properties Accessible
 - Understanding Old Buildings: The Process of Architectural Investigation
 - Removing Graffiti from Historic Masonry
 - Preserving Historic Ceramic Tile Floors
 - The Preparation and Use of Historic Structure Reports
 - The Use of Awnings on Historic Buildings: Repair, Replacement and New Design
 - Maintaining the Exterior of Small and Medium Size Historic Buildings
- We maintain a list of local preservation and other professionals, including:
 - Sign Makers
 - Storefront Awnings and Canopy Makers and Installers
 - Brick Repointers
 - Other Preservation and Maintenance Professionals



DOWNTOWN RAWLINS
**DDA MAIN
STREET**



The CITY of
RAWLINS
WYOMING



These guidelines constitute an collection of best practices and design principles that will help you think about renovation, improvement and new construction that will maintain the historic character of Rawlins' downtown district. The guidelines are helpful for the entire community, but for those in the Downtown Development Authority District (as shown in the map above) there is a mandatory review process.