

# Lander Historic Main Street Architectural Guidelines



Spring 2010

Real. Western. Spirit.

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## History

The town of Lander was founded in 1884 and is the county seat of Fremont County. Lander is nestled against the foothills of the Wind River Mountains. Originally, the community was organized to provide protection for the newly established Wind River Reservation.

Lander has a rich history that includes the Pony Express, women's suffrage, the first oil well in Wyoming (discovered in 1833), ranching & farming, the uranium & coal industries, and forestry. Today, Lander is known as the "City of Bronze" for its bronze foundry, which has produced many statues seen throughout the U.S. The community's appreciation for western history, culture, arts, and entertainment has manifested within the numerous businesses, organizations, and unique annual events.

Over the last 150 years, Lander's Main Street has evolved with the industries that drove its economy. Starting with a settlement in the mid-1880s and then transforming into agricultural dominated economy in the early 1900s. Then the community was transformed again as the economic focus changed into oil, uranium, and steel in the

mid-1900s. Lander's Main Street was devastated by the mining bust of the mid-1980s but came roaring back in the 1990s with a major Main Street Revitalization project. Today, Lander Main Street continues to be one of the top Main Street's in the state and is an attractive stop for tourists. The community's main industry sectors are related to government, education, tourism, and the great outdoors.



The City of Lander's Vision is "Preserving the Past, While Preparing for the Future". During the Lander Community Assessment of 2008, many attendees expressed their interest in:

- preserving and promoting the character of development in Lander's historic Downtown Main Street
- attracting investment to Main Street
- ensuring compatibility in development to maintain attractiveness and promote economic vitality.

These guidelines have been developed for these exact purposes, to be user-friendly, specific, yet flexible. They are designed to be easy to use for individuals looking to either renovate an existing structure or construct new.

The predominant philosophies are:

- Preserve historic integrity of building
- Create or improve compatibility of buildings and maintain consistency

## The Review Process

The City of Lander is committed to supporting local businesses to ensure a healthy economy. As it pertains to Historic Main Street, there is substantial evidence from the national level that following these guidelines will improve business while enhancing the historic nature of the City. As a result, these guidelines were developed to be both compatible and mutually acceptable with the business community and the City of Lander.

Though these guidelines are aimed at businesses in the Main Street Historic District, we encourage all local businesses in Lander to research property and area history before making any improvements.

In reviewing these guidelines, the businesses on Historic Main Street adamantly vocalized





that:

1. These guidelines are important to the development of Main Street and would have been useful during past façade improvements.
2. While these guidelines are a useful resource and tool, the City should not make complying with these guidelines required or mandatory.

The City recommends all architectural improvements to the front of buildings located in the Lander Historic District between 1<sup>st</sup> Street and 4<sup>th</sup> Street on Main Street be discussed with the Planning Department (an ideal time for this discussion is during the building permit process). At this time, the property owner is encouraged to provide research of historical documentation of the building and area. Any applicable uniform building codes should also be discussed at this time.

If the Planning Department and property owner feel additional discussion is appropriate, they can consult with the Lander Planning Commission or City Council, who will act as a resource for further discussion of any improvements.



Robert L. Barber 7/11/12 3:04 PM

**Comment [1]:** The City can supply its National Register Historic Survey Documentation to facilitate this research.

Robert L. Barber 7/11/12 3:07 PM

**Comment [2]:** It might be helpful to consult with Wyoming Main Street if they have someone who would review the project.

*Thanks to Jackie Meeker and Ernie Over for the pictures of Main Street*

## **General Historic Rehabilitation Principles**

*The guidelines are based on the following principles:*

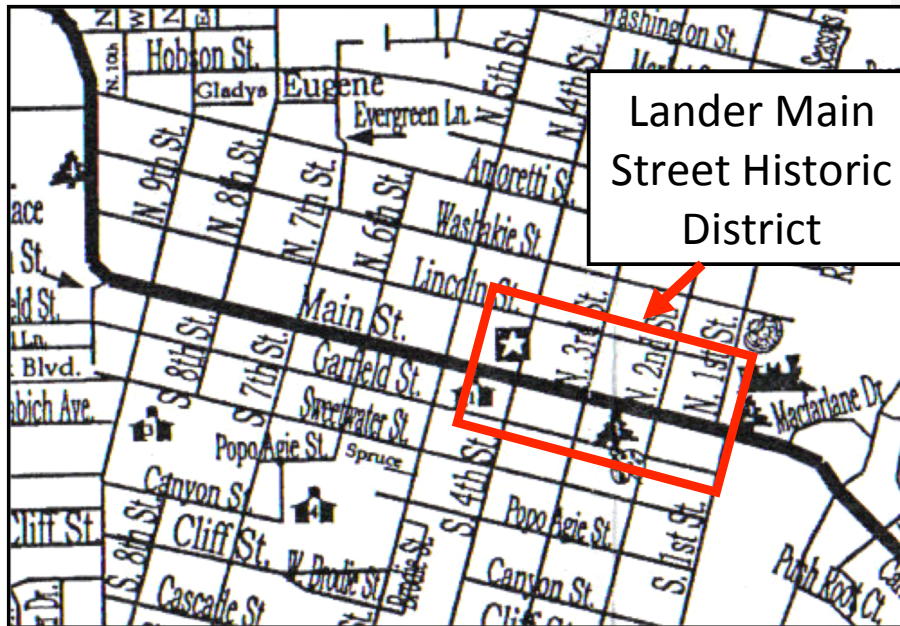
- 1. The original architectural qualities or character of a building should be retained. Original materials and features should not be obscured or destroyed when any alteration or new construction is undertaken.*
- 2. Buildings should be respected as products of their own time. Alterations or additions that blatantly seek to imitate an earlier or later image shall be avoided. For example, colonial or southwestern details are inappropriate on historic buildings, as Lander never had these styles of architecture.*
- 3. Alterations and additions to existing buildings which have taken place over time may have historic significance and should be retained. Existing alterations and additions that do not respect the inherent design character of the building should be removed as opportunities arise.*
- 4. The alteration of a commercial building to accommodate a new use is encouraged if the alteration does not destroy original architectural features and is compatible with the design of the building. For example, converting a retail store to office use, while retaining the traditional glass display windows, is an appropriate adaptive reuse.*

*Source: Downtown Cheyenne Design Guidelines*

## Map of Targeted Area

Robert L. Barber 7/11/12 3:07 PM

**Comment [3]:** Could the map be more specific? Also definitely include the boundaries of the National Register Historic District in the document along with a listing of the tax credit incentives for rehabilitation.



## FAÇADE ELEMENTS



### Positioning

The buildings located in historic downtown Lander reflect a wide array of time periods and architecture constructed over the last 150 years. As a result of this variety, development of specific types of architecture is difficult to define. However, any façade improvements should take into account the compatibility of the appearance of buildings adjacent to the identified building and historic preservation.

**Preferred** – Façade alignment with front property line and adjacent buildings; minimal building setback is the most visually appealing

**Not suggested** – any location that is setback from the sidewalk and adjacent buildings

**New construction - Building Sizes and Proportions** – the appearance of building height, mass and proportions must be compatible with adjacent buildings and should not overpower neighboring buildings. Facades should be appealing and attractive.

**Preferred** –

- building width compared to that of neighboring buildings is identical
- Building height is the same as adjacent buildings

**Acceptable** –

- building width and height compared to that of neighboring buildings is considered but not similar

**Not suggested** -

- building width and/or height is not similar to adjacent buildings
- sloped or angled exteriors, with the exception of recessed entries

### **Exteriors**

**Preferred** –

- modular brick, natural stone, integrally colored unit masonry, or terra cotta
- concrete, architectural design concrete panel with appropriate period detailing or painted wood surface
- Historical preservation colors identified by paint distributors or buff brick

Robert L. Barber 5/9/12 7:25 PM

**Comment [4]:** Very good...This really should be a requirement in the zoning ordinance for the historic downtown.

Robert L. Barber 7/11/12 3:06 PM

**Comment [5]:** Change all the "Preferred/Not Suggested" to Appropriate/Inappropriate"

Acceptable –

- exterior that is similar to buildings located on the same block
- Pastel colors of non-earth tone hues, whites, grays and grayish greens

Not suggested –

- unpainted wood siding, stucco, adobe, plain concrete block or metal siding
- High-intensity colors, metallic colors, colored glass, and black

Robert L. Barber 5/9/12 7:31 PM

**Comment [6]:** All these are highly inappropriate

**Facades Frontage Design–**

Preferred

- Facades that incorporate components in traditional storefronts
- Use of historically compatible design of awnings
- Upper façade: windows that are symmetrically oriented and spaced in a pattern compatible with the form of the building



Acceptable-

- Upper floor windows that are smaller than main floor windows
- Building mounted lighting sources that are shielded from public view, except for low intensity decorative lighting

Not Suggested -

- Smaller windows on any level (representing less than 20% of total wall area)
- Mirror windows
- Building-mounted artificial lighting source not shielded from public view that exceeds 15 watts per source

**Building Mounted Equipment**

Preferred –

- Equipment should not be visually distracting and should be screened from view if possible and painted to match surfaces

Not suggested –

- Any equipment or devices not mentioned above

**Parking**

- All parking ordinances must be followed (4-11-10). Off street parking at rear for all employees and loading/unloading is preferred.
- No fences or walls are allowed



### **Signage**

Signs are important in developing a business image. New signs should be developed with the purpose of the business and building architecture in mind. Signs should also be placed according to uniform sign code and city ordinance 3-3-1. Temporary banners should not be used as permanent signs.

#### **Preferred-**

- Consistent with architecture of building
- Architectural features should not be covered
- Signs should be located on building, not on the roof
- Signage placement should be consistent with adjacent buildings
- Materials should be consistent with the building the sign is placed on
- Font lettering such as block lettering that is easy to read
- Signs with light lettering and a dark background
- Signs that are directly illuminated by lighting
- Signs built by a professional
- Signs that do not exceed 50% of total wall area
- Obstruction of windows and architecturally significant features is not encouraged
- Maximum height of 7 feet from bottom of sign to top of sign and maximum square footage of 0.5 square feet for every linear foot of lineage
- Minimum distance from bottom of sign to walkway is preferred to be 2 feet
- Hanging signs - A limit to one hanging sign per business is encouraged. Signs should not encroach upon public right of way, but should not exceed five feet from the building facade. The preferred maximum size is 12 square feet
- Removal of signage that is not historic and does not apply to current business

#### **Acceptable-**

- Signs that look professional
- Sandwich boards – are acceptable but should be limited to one per business. These signs should not impede pedestrian traffic
- Electronically message panels are acceptable but not encouraged

#### **Not Suggested-**

- Signs that appear to be homemade
- Cursive lettering that is hard to read
- Illuminated signs that are internally lit (including neon lights) or have flashing lights are discouraged



### **Maintenance of Building Façade**

Routine maintenance on building façade is encouraged. This keeps your building/business attractive, benefits your neighbors, and prevents blight. Often, a business owner may forget to tend to a building's exterior because they are focused on operating the business. Building components to be mindful of include:

- Deteriorating foundations, crumbling and loose materials
- Replacement of missing façade pieces
- Fresh paint on building exterior
- Removing vandalism as soon as possible
- Aged awnings
- Supports and braces should be checked manually to ensure they are firmly placed and safe for the public

### **Public Information Access Plan**

In order to provide information and guidance to the public, these guidelines will be:

- Made readily available on the City's website
- Noted in city building permit information
- Initially advertised in the Lander Journal
- Explained in a pamphlet and distributed to Main St. Businesses every couple of years





**Resources:**

**Wyoming Main Street/Wyoming Rural Development Council -**

[www.wyomingmainstreet.org](http://www.wyomingmainstreet.org)

**National Trust for Historic Preservation –** [www.preservationnation.org](http://www.preservationnation.org)

**City of Lander –** [www.landerwyoming.org](http://www.landerwyoming.org), 332-2870

**Lander Chamber of Commerce –** [www.landerchamber.org](http://www.landerchamber.org), 332-3892

**Wyoming Business Council –** [www.wyomingbusiness.org](http://www.wyomingbusiness.org)

**Wyoming Community Foundation –** [www.wycf.org](http://www.wycf.org)

**Wyoming State Historical Preservation Office –** [www.wyoshpo.shate.wy.us](http://www.wyoshpo.shate.wy.us)

**Wyoming Small Business Administration - Tax Credits & Low-Interest Loans,**

Casper – 307-261-6500, <http://www.sba.gov/localresources/district/wy/>

**Fremont County Pioneer Museum –** 1445 West Main Street, Lander, 332-4137,

<http://www.fcpm.org/>

**Museum of the American West –** 1143 West Main Street, Lander, 335-8778,

<http://www.amwest.org/>

## LANDER ARCHITECTURAL REVIEW

CHECKLIST		
1	<i>Positioning</i>	
2	<i>New construction - Building Sizes and Proportions</i>	
3	<i>Exteriors</i>	
4	<i>Façade Frontage Design</i>	
5	<i>Building Mounted Equipment</i>	
6	<i>Parking</i>	
7	<i>Signage</i>	
8	<i>Maintenance Plan</i>	

Signed \_\_\_\_\_

Date: \_\_\_\_\_

Robert L. Barber 7/11/12 3:06 PM

**Comment [7]:** Put the three categories of Appropriate, Acceptable and Inappropriate in this list so that the project could be better judged.