



Design Guidelines

PINEDALE, WYOMING

These design guidelines were finalized in March 2015 for Main Street Pinedale.

Background & Context section references the document *Pinedale Wyoming: A Guide to Downtown Character*, created previously by Main Street Pinedale.

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Introduction

PURPOSE STATEMENT

The purpose of these design guidelines is to protect and enhance the distinct architectural and urban character of downtown Pinedale by providing direction for the design of new structures and improvements to existing buildings.

Pinedale has a unique and attractive downtown character that has developed in different ways over the years while still maintaining an overall unity. The application of these guidelines should serve to solidify and enrich that character without inhibiting unique and creative new development.

These guidelines can be used to evaluate proposed renovations and new construction, advise property owners and designers, and help to administer façade grants and guide downtown projects.

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Background and Context

Downtown Pinedale has an earthy, rugged style that ties together many eras through the types of materials used and common architectural elements.

Heavy use of wood – whether logs, timbers, clapboards, shingles, or trim boards – is the most noticeable feature, along with local stone, continuous sidewalk awnings, and simple false fronts.

Pinedale has retained many of its historic structures which help define the atmosphere of downtown, but newer development has also occurred that is contemporary but still consistent with the rural, mountain-west character.

Although Pinedale has not tried to restrict development to any single narrowly-defined style, most of the distinctive structures in downtown can be classified as American West Style, American Roadside Style, or Contemporary Western Style. The following descriptions of these styles are taken from Pinedale’s Guide to Downtown Character.



AMERICAN WEST STYLE

The American West style common in Wyoming's early days is still dominant in Pinedale today. The architecture tells the story of the land and the people. It is simple and practical, influenced by the ranching way of life and rural culture. Often designed and built on site, the hand-crafted architecture reflects the boom-town era and is identified by false front façades, high parapets, wooden awnings on columns, locally-found materials, and rough-hewn craftsmanship. The style has become synonymous with the narrative and legends of the Old West.

In most Wyoming communities, continued prosperity after the early settlement boom resulted in these buildings being replaced by brick construction. Likely due to the lack of the railroad and continued ranching lifestyle, Pinedale still retains much of this early character and Western authenticity.



AMERICAN ROADSIDE STYLE

Another unique type of architecture commonly found in Pinedale is the American Roadside style. Like western architecture, this style is identified with a particular era in American history. In Wyoming, it developed with the growth of automobile use, and was typically tourism-focused as the rest of the country sought out beautiful scenery and western culture.

The style is identified by large neon signs intended to get the motorist's attention. It is typically found in motor courts, diners, and gas stations. Pinedale has a number of examples from the 20's to the 50's, ranging from the U-shaped Log Cabin motel, to the Patio Grill diner attached to a service station.

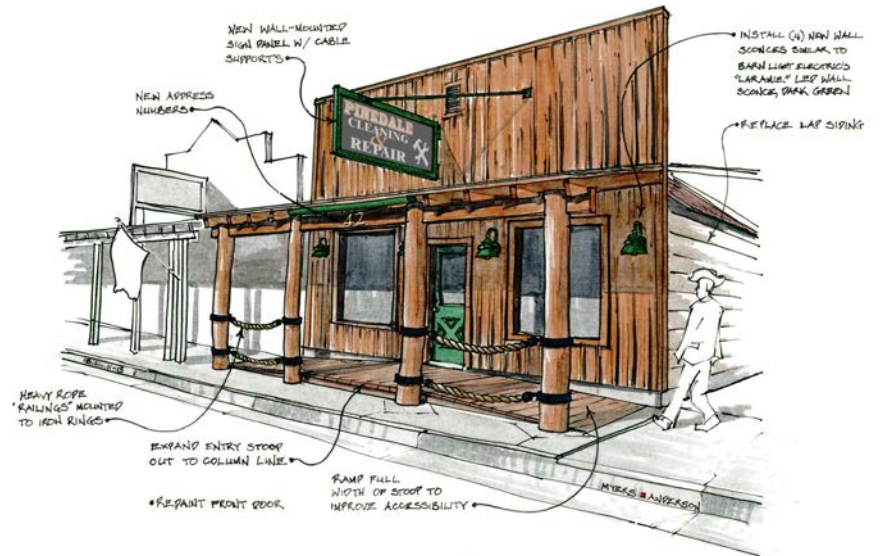


CONTEMPORARY WESTERN STYLE

The third predominant architectural style in Pinedale is Contemporary Western. Unlike "westernized" structures that mimic the architecture of the Old West, these buildings borrow design elements from Wyoming's early architecture, and apply them in more contemporary interpretations.

Buildings like the Rocky Mountain Bank and Sublette County Visitor Center incorporate local materials like wood and stone into contemporary variations with high stepped parapets, wood awnings over the sidewalk, and board and batten façades.





Guidelines

SITE – SCALE – ELEMENTS – SIGNAGE – MATERIALS

Site Design

BUILDING SITING & ORIENTATION

The siting and orientation of buildings is what creates the urban fabric of a downtown setting and also defines the street and other public spaces. This is especially important in Pinedale because of the wide streets downtown.

Buildings in downtown should be sited so as to relate and connect to neighboring buildings and to provide a largely continuous “street wall.” Typically, this is accomplished in the following ways.

1. Locate the building at the front of the site.
2. Build out to the sidewalk.
3. Build up to or near the property line or adjacent structures on the sides of the building (especially on Pine Street itself).

In addition to proper siting, buildings should be oriented toward the street, with the front entry facing the sidewalk. Service access and utilities should be oriented away from the street on the back of the building.



BUILDING SITING & ORIENTATION, CONT.

Existing buildings that are not sited properly can be improved by adding landscaping and amenities (see below) along the sidewalk to help define the street and by extending or enhancing a street-facing entrance.

If the façade does not have awnings (see guidelines for Architectural Elements), these can be added to help extend the building toward the sidewalk.



Awnings, landscaping, and public art maintain the street edge and extend the impact of the building where it is set back from the street.

PARKING

Street parking is provided throughout downtown. If additional on-site parking is required it should be located along the side or at the back of the site. Parking should not be located between the building and the street in downtown.

Larger parking areas should be screened and broken up with landscaping.



LANDSCAPING AND AMENITIES

In order to provide an engaging and attractive pedestrian environment downtown, sites should be designed with landscaping and pedestrian amenities such as wide sidewalks, planters, lighting, street furniture, and public art.

Buildings that are built out to the property line on all sides may not have opportunity for landscaping, but on other sites landscaping should be used to soften building edges, break up paving areas, define property edges, and create attractive green space. The potential for landscaping will vary greatly from one site to another.

Where used, landscaping should emphasize plants that are drought-tolerant and native or well-suited to the region.

Other pedestrian amenities, including continuous sidewalks, planters, street lighting, and attractive street furniture, should be provided wherever lacking, especially in open spaces in front of and between buildings. Street furniture should be made of wood, iron, steel, or similar rugged materials. Overly ornate or classically-styled products should be avoided.

Public art is also highly encouraged in these areas and can be effective in enlivening otherwise dull or uninteresting spaces.



Scale and Proportion

BUILDING SCALE

Scale of buildings should be harmonious with the established pattern in downtown. Existing buildings are consistently one or two stories, and new development should stay within this range and provide appropriate façade variation (below).

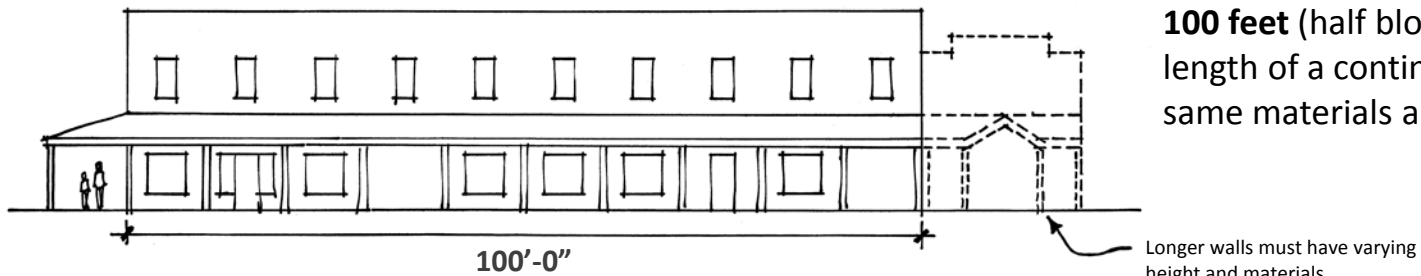
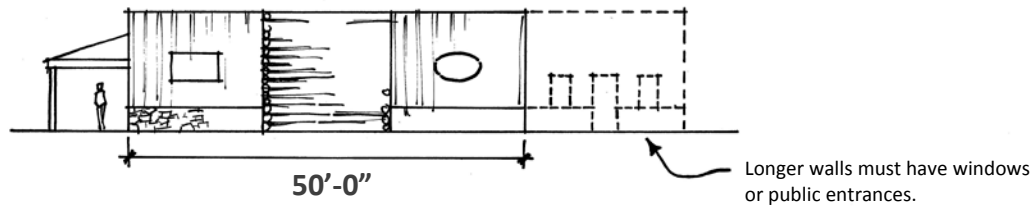
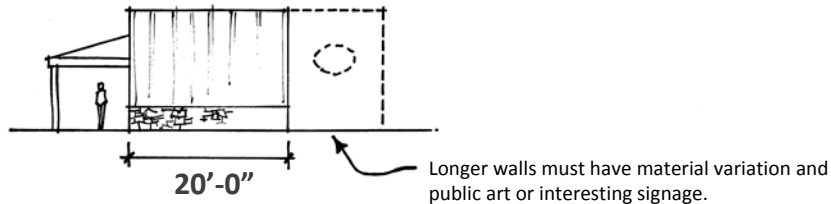
FAÇADE VARIATION

In order to maintain interest and a pedestrian scale, façades should provide variation and include window and door openings. The following guidelines apply only to the side of the building facing the street and are illustrated on the following page.

- 20 feet – maximum length of a blank wall without material variation and public art or interesting signage.
- 50 feet – maximum length of a wall without windows or public entrances.
- 100 feet (half block) – maximum length of a continuous wall of the same materials and height.



FAÇADE VARIATION, CONT.



20 feet – Maximum length of a blank wall without material variation and public art or interesting signage.

50 feet – Maximum length of a wall without windows or public entrances.

100 feet (half block) – Maximum length of a continuous wall of the same materials and height.

TYPICAL FAÇADE CONFIGURATIONS

There are many appropriate façade configurations that have been used successfully in Pinedale, some of which are illustrated below.

While these configurations are not the only possibilities, existing buildings can apply these forms in façade improvements, and new development should be compatible with them.



Plain false front on narrow façade.



Stepped false front.



Simple gable end with overhangs.



Open gable with heavy timbers.



Long, plain façade with continuous awning and columns.



Combination of stepped parapet and open timber gable.

Architectural Elements

Architectural elements are the primary factor in establishing a building's character and determining whether it contributes to or detracts from downtown. The architectural features described below give downtown Pinedale its distinctive rural, mountain-west style and should be used as patterns and examples for new development. Any departure from the typical elements and features discussed below should be done in a way that respects and enhances Pinedale's character rather than detracting from or competing with it.

FALSE FRONTS & SHAPED PARAPETS

One of the most recognizable features of Pinedale's architecture is the false fronts of the American West Style. False fronts typically conceal the gable end of a pitched roof and increase size of the façade, especially for one-story buildings. Although many historic false fronts are simple rectangles, there are also a variety of stepped profiles (see examples of typical façade configurations above).



FALSE FRONTS & SHAPED PARAPETS, CONT.

False fronts are still used on many new buildings and are an effective, economical way to enhance the façade and give it rural western character.

Another way to adapt and incorporate the iconic image of a false front is by imitating the profile in a parapet, as on the Rocky Mountain Bank.

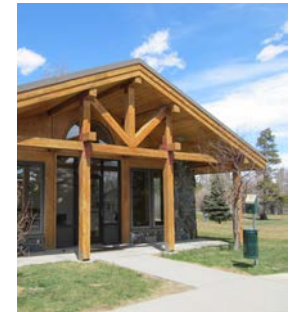
Although many shapes and creative options are possible, all false fronts or shaped parapets should be symmetrical and reach their highest point in the middle of the façade.



ROOF OVERHANGS

Buildings without parapets or false fronts should have roof overhangs.

Roof overhangs should typically be finished with wood and have exposed rafters or timbers. This can be accomplished in a variety of both contemporary and traditional styles.



AWNINGS

Perhaps the most common and distinctive feature of Pinedale's downtown character is the sidewalk awning. These awnings are simple structures with a low-slope roof spanning between the building and a row of columns along the street. They protect the sidewalk and storefront of the building from the elements and are found throughout downtown, often running continuously along the length of a block.

Columns and roof structure are consistently made of wood with metal or wood-shingled roofs. Column types include rough or hewn logs and timbers, occasionally with angled brackets or concrete or stone bases. Sometimes railings are added between columns, but typically they are left open.

Awnings enhance the pedestrian environment by providing shelter and human scale with their low ceilings and the close spacing of the columns. They are strongly encouraged on both new and existing buildings and can have a large impact when added in a façade upgrade.



WINDOW CONFIGURATIONS

Windows should be simple shapes with minimal divisions. Window trim is appropriate and can improve the appearance of a plain façade, but trim should be kept simple, typically with flat casing rather than elaborate molded profiles.

Storefronts typically have large windows on the ground level to display merchandise and encourage pedestrian engagement. Two-story storefronts typically have smaller windows on the upper level, usually with a vertical orientation.



Appropriate window detailing.



Inappropriate detailing.

DECORATIVE LIGHTING

Decorative, pedestrian-scaled lighting is encouraged in downtown and provides a good opportunity to improve existing façades. Light fixtures should be consistent with the rugged, western character of the town. Overly ornate, elaborately detailed fixtures with light-colored finishes should be avoided.



Appropriate light fixtures.



Inappropriate light fixtures.

Signage

SIGN GUIDELINES

There are many appropriate sign types that can be used to identify and enhance a building. However, signage can detract from downtown character if it is not designed carefully. Generally signs can have a negative effect for three reasons:

- Signs are made out of flimsy, temporary materials, and/or are “tacked on” in a random location rather than being integrated with the façade.
- Signs are too big, dwarf the building, and fail to relate at all to the pedestrian.
- Signs are designed unprofessionally, with garish colors or low-quality construction.

To avoid these issues, signs should follow the guidelines below:

- Signage should be permanent and made of durable materials.
- Signage should be designed and located to be naturally integrated with the building design.
- Sign materials and colors should relate to the building and be consistent with the downtown palette.

APPROPRIATE SIGNAGE TYPES

Below are descriptions of various signage types with good local examples.



Wall Signs are mounted directly to the building wall, often formed with individual letters.



Monument Signs are freestanding signs in front of a building.



Neon Signs are typically blade or wall signs lit to draw attention from motorists.



Hanging Signs are sign panels suspended from an awning or beam.



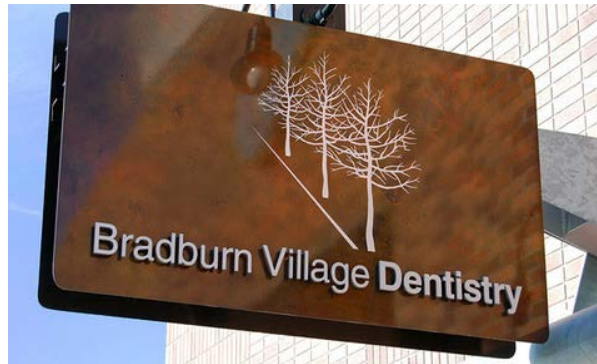
Blade Signs project out from the building at a right angle.



Window Signs are graphics applied directly to windows.

PREFERRED SIGNAGE

Within downtown Pinedale, distinctive signs scaled to pedestrian traffic are preferred. These will typically be blade signs or hanging signs that are positioned and oriented to be read by pedestrian traffic.



Distinctive shapes and materials to identify businesses are encouraged, as shown in some of the above examples.

Colors and Materials

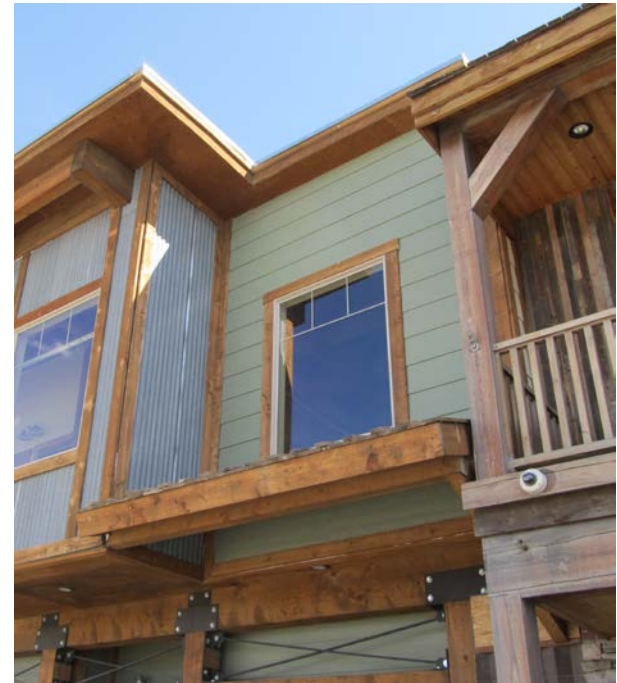
MATERIALS

Common types of materials are the primary factor that ties together downtown Pinedale's many eras and styles.

Pinedale's rural mountain-west style is largely defined by rugged materials and earthy colors. This palette should be maintained in new development and improvements of existing buildings.

Wood, stone, concrete and metal are the preferred materials for exterior elements and cladding. Each of these is discussed briefly below.

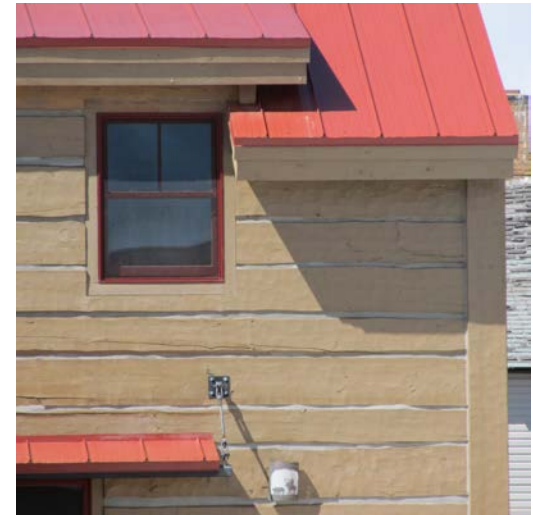
Stucco, vinyl siding, and Masonite siding are discouraged. Other materials such as brick, concrete block, or fiber cement panels should be submitted for approval on a case-by-case basis. All materials selected should be within the broadly earthy, natural palette of downtown.



WOOD

Heavy use of wood is a defining feature of Pinedale architecture. Wood is appropriate for virtually all exterior elements of a building, including exposed structure (logs, timbers, or stick framing), cladding (logs, board and batten siding, or lap siding), trim, and roofing (cedar shakes).

Wood should be finished (paint or stain) in keeping with the color palette.



STONE & CONCRETE

Stone is a common material that contributes durability and excellent texture to a façade. As a heavy and durable material, it typically appears in load-bearing elements, such as foundations, column bases, load bearing walls, or as a wainscot on the lower portion of a wall.

In more contemporary designs, exposed concrete may be used in similar applications. Rammed-earth, though less common, was used very successfully in place of traditional masonry on the Library addition.

Masonry selections should avoid products with bright or highly-saturated colors in favor of more natural tones.



METAL

Metal is a very common and appropriate material for roofing, siding, structural elements, and other details. Galvanized or unfinished oxidizing metal is an excellent contemporary yet rugged material and is used on many more recent designs.

Prefinished or painted metal should be selected in keeping with the color palette.

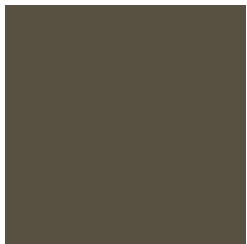


COLOR PALETTE

The purpose of the color palette is to guide color selection for the downtown area. The intention of the list is not to be exhaustive, but to provide a range of approved colors. Colors not in the palette may be used but should be approved first.

Brighter, more saturated colors should generally be paired with more neutral tones or natural wood or stone finishes rather than being used together.

For convenience, the palette is divided into Neutrals, Warm Tones, Cool Tones, and Wood Stains. Color names and numbers are taken from the Sherwin-Williams palette.

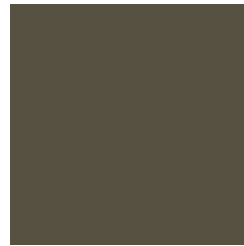




Colonial Revival Stone
SW 2827



Rockwood Brown
SW 2806



Enduring Bronze
SW 7055



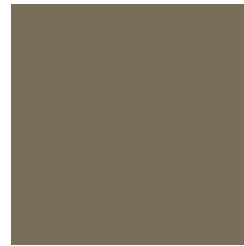
Urbane Bronze
SW 7048



Softer Tan
SW 6141



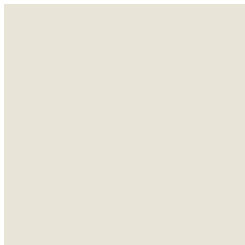
Rockwood Clay
SW 2823



Superior Bronze
SW 6152



Anonymous
SW 7046



Dover White
SW 6385



Basket Beige
SW 6143



Quiver Tan
SW 6151



Chatroom
SW 6171

NEUTRALS

Note: Appearance of colors will be affected by computer display and printing. Selections should be made from manufacturer's samples.

Neutral, earthy tones help ground a color scheme. They balance brighter colors, and should especially be considered on façades without natural wood or stone.



Golden Fleece
SW 6388



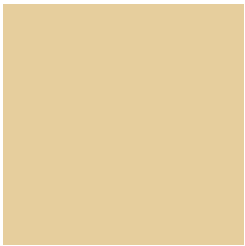
Butterscotch
SW 6377



Rockwood Terra Cotta
SW 2803



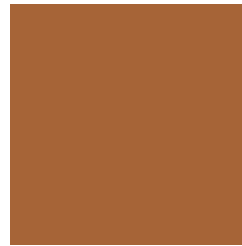
Flower Pot
SW 6334



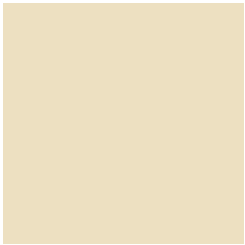
Compatible Cream
SW 6387



Honeycomb
SW 6375



Copper Mountain
SW 6356



Napery
SW 6386



Classical Gold
SW 2831



Tigereye
SW 6362

WARM TONES

Note: Appearance of colors will be affected by computer display and printing. Selections should be made from manufacturer's samples.

Warm tones reflect the natural wood colors and rusty metal common in Pinedale. Brighter colors should be used sparingly.



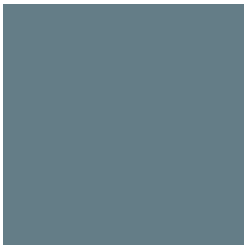
Still Water
SW 6223



Rockwood Dark Green
SW 2816



Sage Green Light
SW 2851



Refuge
SW 6228



Dried Thyme
SW 6186



Avocado
SW 2861



Moody Blue
SW 6221



Escape Gray
SW 6185



Colonial Revival Green Stone
SW 2826

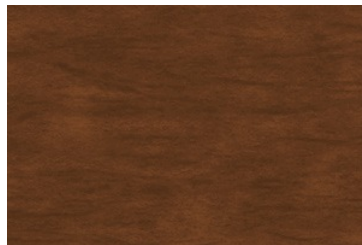
COOL TONES

Note: Appearance of colors will be affected by computer display and printing. Selections should be made from manufacturer's samples.

Cool tones are the least common in Pinedale, but can provide variety and contrast.



Hill Country
SW 3532



Hawthorne
SW 3518



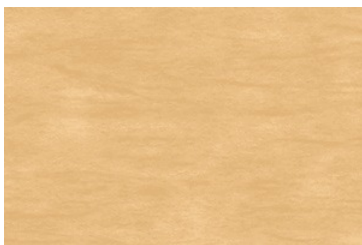
Weathered – no finish



Leeward
SW 3533



Mountain Ash
SW 3540



White Birch
SW 3503



Crossroads
SW 3521

WOOD STAINS

Note: Appearance of colors will be affected by computer display and printing. Selections should be made from manufacturer's samples.

Many, many wood stains are appropriate and compatible for downtown Pinedale. The samples above represent just a few good options.