

Proposal for:

West Boulevard Historic District Design Guidelines Rapid City, South Dakota



Submitted by
Winter & Company
January 24, 2011

Winter & Company

Urban Design • Historic Preservation • Design Review
Special Needs Studio • Facility Programming • Planning

1265 Yellow Pine Avenue
Boulder, Colorado 80304

January 20, 2011

Ms. Karen Bulman
Growth Management Department
300 Sixth Street
Rapid City, South Dakota 57701

Dear Ms. Bulman:

We are pleased to respond to Rapid City's request to create design guidelines for the West Boulevard Historic District. We are familiar with the neighborhood, from recent visits we've made to the area in the past two years, and understand its value to the city and to its residents.

This district is one of the most important in the region. We recognize the importance of this assignment to the community and we are enthusiastic about having the chance to work with you, other City staff, the Historic Preservation Commission, City Council and members of the community in creating the design guidelines.

This type of work is our specialty. Winter & Company was founded in 1986 and has a current staff of nine. Services include design review systems and guidelines, preservation and conservation strategies, and downtown and neighborhood plans. The firm consults with similar preservation commissions and property owners nationwide. We've recently pioneered incorporating sustainability principles into our preservation guidelines. Later this month, the National Trust for Historic Preservation will be publishing a book I've authored on that subject. This is something to consider when writing the guidelines for the West Boulevard Historic District.

In writing the guidelines for West Boulevard, we will employ a process that has been tested and proven in a variety of communities throughout the country. The guidelines will build on the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation while also addressing your needs in Rapid City and reflecting the distinctive characteristics of the historic resources found there.

We have organized our proposal into a series of phases that can fit with your grants request cycles. Each phase will have an end product that will be useful by itself, while setting the stage for subsequent phases. In the initial step, we focus on gaining an understanding of the district, building public awareness, and outlining the key principles for the guidelines. The outline will be in sentence form, with sufficient detail that it can serve as

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an interim document for design review. The design guidelines, with more detailed text and illustrations, would be produced in the later phases.

Please note that we would anticipate refining the scope of work and budget after more discussions with you. I urge you to give our submittal your close consideration and would welcome an opportunity to answer questions and discuss our scope in more detail.

Sincerely,



Noré V. Winter



Proposal for:

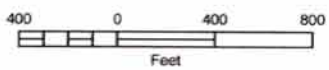
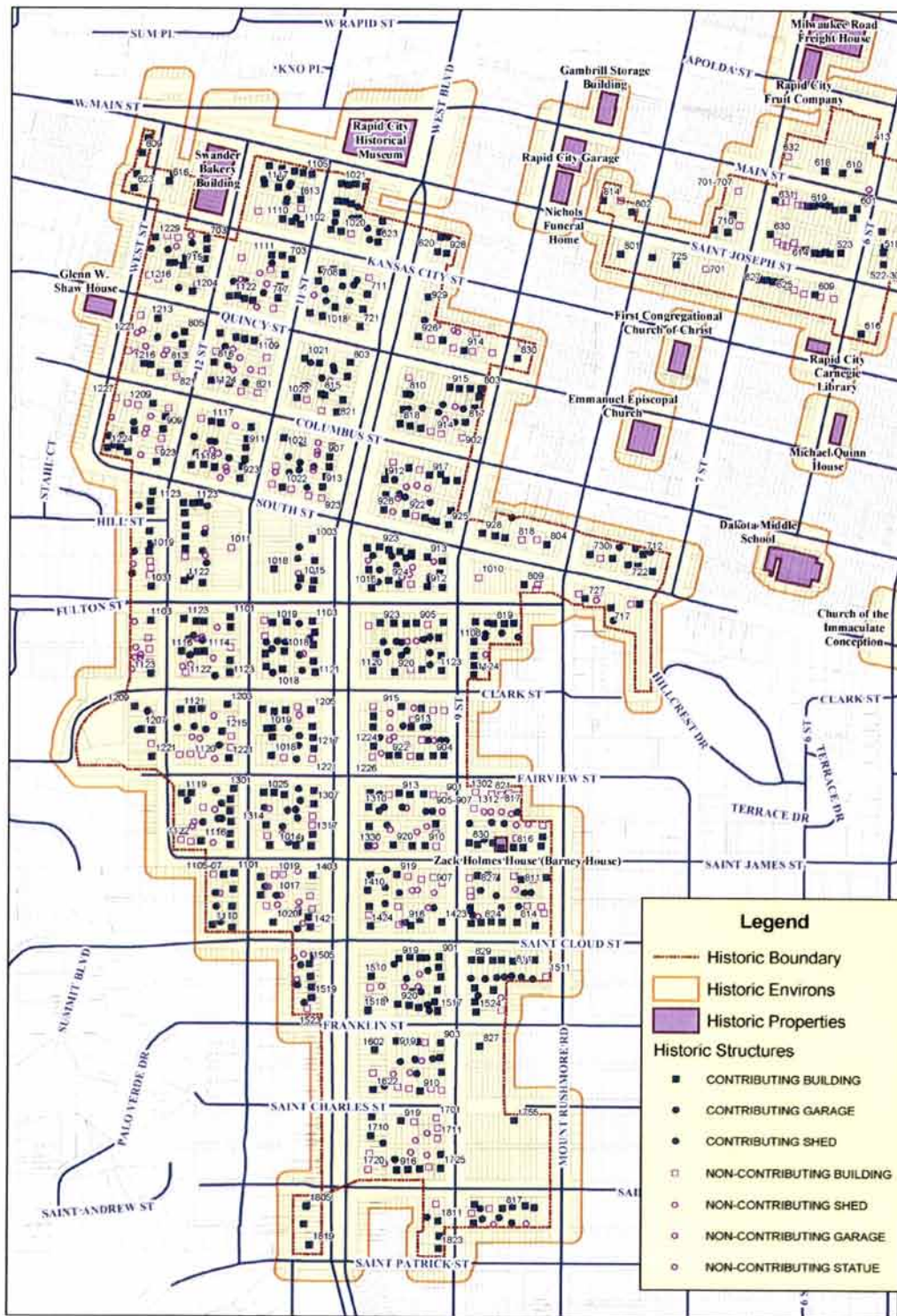
West Boulevard Historic District Design Guidelines Rapid City, South Dakota

Introduction	1
Methodology	2
Firm Experience	4
General Approach	5
Scope of Work	7
Budget	9

APPENDIX:

Additional Qualifications Materials

Submitted by
Winter & Co.



West Boulevard Historic District
July 23, 2010

Introduction

Rapid City is unique.

It is a special place, with a distinct heritage that is enjoyed by residents and visitors alike. It is this way because people care deeply about its quality of life and the values that it represents. This is reflected in the historic resources found throughout the city, and especially in the West Boulevard Historic District.

Rapid City seeks to take the "next step."

The community has laid the groundwork for enhancing the West Boulevard Historic District. They also signal the need to be certain that all players assure investment that will maintain the authenticity of the area while meeting neighborhood development objectives. Design guidelines that are informative, helpful and easy to interpret will support this objective.

We are inspired.

Rapid City's commitment to preservation in the West Boulevard Historic District has us excited! We thrive on planning for places like this, communities with outstanding natural resources and built environments that convey a distinct identity. While we're experienced, we're always looking for creative, new approaches that will best fit the community, and we bring this philosophy to the project in Rapid City.

We specialize in cities with special character.

Helping communities like Rapid City build a stronger future with historic resources and compatible new construction is a major part of our portfolio; it's not a sideline or a recent area of interest.

We strive for results.

We focus on implementation, crafting design guidelines that inspire action. To do so, we engage the community actively in charting their future, and tailor the document to fit the context.

Why would you choose us?

Why go far afield when there are firms who are closer? Because many of your peer communities are elsewhere in the country, where we have worked. Some of the best models that are most relevant to Rapid City lie elsewhere. We bring that broader perspective to the table.





Taking a fresh look

We deeply value and respect the values of Rapid City. We see ourselves as facilitators, helping the City refine its vision for the district. We are good listeners and seek to help the community make informed decisions by bringing the appropriate level of information and refined ideas to the discussion.

Our Proposal

With these starting points, we provide this proposal to develop design guidelines for the West Boulevard Historic District of Rapid City. The services are in the interest of promoting historic preservation and maintaining traditional community character. They are organized in phases to meet your funding strategy. We have worked with several other communities in a similar way, and have used this phased approach to advantage.

Facilitating Informed Decision-Making

The guidelines will help property owners, their designers, and City officials make informed decisions about improvements such that they would help reinforce the community's goals for the district and also help in protecting its unique character.

Engaging Stakeholders

Where design guidelines are employed, it is essential that they be crafted in a way that is sensible and user friendly. Engaging the community in developing the guidelines also is important since it helps to build an understanding of the character of the district and to identify key features that are to be addressed.

Focus of the Guidelines

The guidelines will focus on appropriate treatment of historic resources, and on promoting compatible new construction that responds to the key features of the district.

Methodology

The guidelines will address:

- Treatment of historic properties
- Design of alterations to properties
- Design of compatible new construction
- Site and landscape design
- Sustainability

Secretary of the Interior's Standards for Archeology and Historic Preservation

The guidelines will build on the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. These standards inform many preservation programs and provide a basis for the more detailed design guidelines that we will develop for West Boulevard Historic District.

Our Philosophy

We believe that the guidelines should stimulate creative design solutions for improvement projects and should help to enhance livability and contribute to a desirable district character. We also believe that they should help create a climate for investment.

In addition, we are committed to actively involving the community in the process. While the contents of the guidelines are important, so too is the process of developing them. It should be an educational experience as well as a technical endeavor. Through the process, residents, property owners and community leaders should gain a better understanding of effective urban design and preservation principles and learn how they can be used for their benefit.

Key Features of Our Services

In our guidelines projects, we seek to highlight the assets of the community, establish a strong vision for the future and provide clear, practical guidance for improvements. In the process, we emphasize these key features:

We will craft design guidelines that are practical.

Neighborhood improvement is everybody's business, and therefore the guidelines must make practical sense to private property owners who will make new investments in their properties as well as for government officials and departments who will implement the guidelines.

The guidelines will be user-friendly.

The guidelines must be easy to use. The final document will be clearly organized and plainly articulated. It will outline a logical process as well, in order to facilitate the needs of property owners and designers.



We will employ a process for developing design guidelines that has been tested and proven in a variety of communities throughout the country.

Firm Experience

Winter & Company was founded in 1986. Services include design review and guideline systems, urban design master and revitalization plans, preservation and conservation strategies and plans, downtown and neighborhood plans, and cultural plans. The firm consults with public agencies, downtown improvement committees and private property owners.



Winter & Company offers many decades of experience in assisting communities with distinctive character to preserve their heritage while also establishing themselves as vital economic centers where livability, heritage and quality of life are paramount concerns. We have worked with a number of communities on similar projects, developing design guidelines that provide standards for restoration of structures as well as for additions and infill, providing a system for coordinating public and private improvements to meet the goals, objectives and vision for historic districts.

Team Roles

Noré Winter, company president, will serve as the principal in charge and authorized official for this assignment. He will conduct much of the overall conceptualization of the design guidelines, facilitate key meetings and direct public presentations.

Julie Husband, Director of the Urban Design Studio, will serve as team manager. As senior designer she is responsible for overseeing the design studio staff.

Mary Phillips, Associate Designer, will assist with in-house concept development and report production.

Please see the Appendix for their resumes and descriptions of similar guidelines projects.

General Approach

We understand that this will be a phased project because the CLG grants will be awarded at discrete times and that RFPs will be issued for additional phases. We have therefore organized the scope to fit within three anticipated funding cycles. In our experience with phasing projects, we recognize that there actually are potential



advantages of separate stages, one being that interim products can be field tested and revised before the next phase begins. We've also organized the project such that there is a completed, working product at the end of each phase.

Please note this is our initial recommendation for how to phase the scope. We are eager to work with you to refine this scope to meet your needs. We know the community has been working hard to preserve the district and we intend to support their initial work and to respect what they have done.

We also will work with the City to make best use of whatever staff time is available to us, such that our fees dollars are well spent. We will use photographs on file, such as before and after shots of the district.

To the extent feasible, we will also draw upon materials already produced; for example, description of styles from the National Register nomination.

Another cost-saving feature is our use of telecommunications in between trips. Since we have ongoing work in Deadwood, we also may be able to piggy back your trips with theirs to reduce airfare expenses.

We Engage the Community

A key part of developing design guidelines is to actively involve major stakeholders as well as the general public. We will conduct on-site interviews, focus groups and public workshops to gain an understanding of existing conditions and to define objectives. These will include exercises that are designed to actively engage participants.

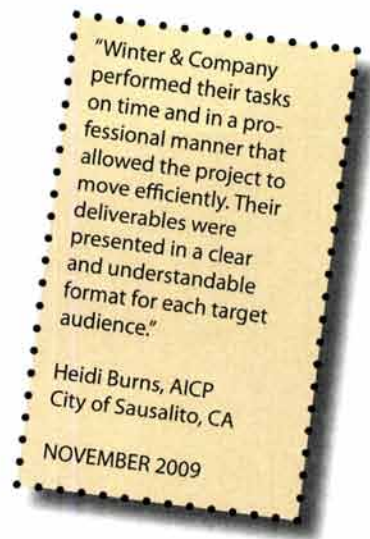
The outreach has five levels:

Community Workshops

These are designed to engage the greatest numbers of people and to highlight a diversity of ideas. They are interactive and help build consensus.

Team Work Sessions

These are intensive work sessions that combine the talents of the consultant team with the HPC and other City representatives. They focus on generating design ideas and problem solving at a technical level.





Focus Groups/Stakeholder Groups

These appeal to special stakeholders who wish to participate in more specific discussions about matters of interest to them. In these sessions, special concerns are addressed and information related to specific issues is collected.

Personal Interviews

These meetings are used for key individuals whose advice is critical to the success of the project and who may not be able to attend group meetings. They may address specific design issues.

Telecommunications

We use video conferencing technologies through the internet to facilitate interim meetings.

Scope of Work

The Project Phases

We propose three phases with one trip in each phase. Other meetings by web cam/ conference call.

Phase 1: Set the Stage (\$6,000)

Objectives:

- Gain a clear understanding of the resources and issues
- Build a working relationship with the client and the neighborhood.
- Establish a clear direction

Preliminary Actions:

Review resource materials

On site:

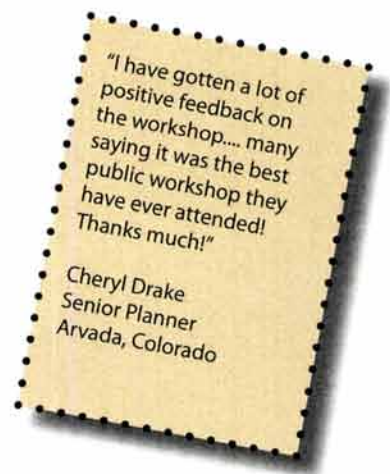
1. Conduct a start up workshop with the community
2. Hold strategy session with staff and HPC
3. Hold focus group with key interests represented
4. Conduct field visit to gain an understanding of the area
5. Develop outline for the guidelines
6. Review the layout design (working from a standard layout prepared by Winter & Company. It will include photos and graphics.)

Back in office:

1. Refine outline. It will be a detailed sentence outline. (No illustrations)
2. This will have sufficient detail that it can be used in the design review process.
3. Submit outline
4. Review outline in conference call
5. Revise outline
6. Deliver revised outline and mockup pages; this is the final product for phase 1.
7. Review in a conference call with client.



Noré Winter conducting a community workshop.





Public workshops are an important part of the design guidelines process.

Phase 2: Develop Draft 1 (\$12,000)

Objectives:

- Create a working draft that can be tested.
- Draft can provide advice to property owners about appropriate strategies for making improvements.
- Identify refinements needed before final.

This will include text and graphics; local photos will be included, along with examples from other relevant communities. We will use stock graphics to the extent that is feasible. We've budgeted some new sketches as well.

Tasks:

1. Develop draft #1, based on comments.
2. Submit draft #1.
3. Review draft #1 in a public workshop
4. Hold focus group.
5. Make key revisions.
6. Submit revised draft.
7. Review in a conference call.

Phase 3: Develop draft 2 (final) (\$12,000)

The objective is to provide the final document, based on lessons learned in testing Draft 1.

Tasks:

1. Refine draft document.
2. Submit to client.
3. Review in public workshop.
4. Conduct training session with the HPC.

Local Resources

We would seek to include the assistance of the City's architectural consultant as well, to participate in the on-site work sessions in order to gain an understanding of the typical design issues that are encountered, and to be certain that the guidelines reflect current construction methods.



Budget

WEST BOULEVARD HISTORIC DISTRICT DESIGN GUIDELINES
 Rapid City, SD
 20-Jan-11

PHASE 1: Set the Stage	Personnel	Hours	Rate	Amount
• Conduct start up workshop	• N. Winter	22	\$150.00	\$3,300.00
• Hold strategy session with staff and HPC	• J. Husband	4	\$100.00	\$400.00
• Hold focus groups	• M. Philips	21	\$65.00	\$1,365.00
• Conduct field visit				
• Develop outline for the guidelines				
• Review layout design				
• Refine outline				
• Submit outline and review in conference call				
• Revise outline				
• Deliver revised outline and review in conference call				
	PHASE 1 FEES			\$5,065.00
EXPENSES				
	Unit cost	Quantity	Sub-total	Amount
Travel expenses				
Airfare	\$500	1	\$500	
Car Rental	\$75	2	\$150	
Ground transportation	\$50	LS	\$50	
Accommodations	\$80	1	\$80	
Meals	\$65	2	\$130	
In-house expenses				
• Workshop supplies	\$25	LS	\$25	
	STEP 1 EXPENSES			\$935.00
TOTAL PHASE 1 FEES & EXPENSES				\$6,000.00

APPENDIX



Firm Profile

Resumes

Project Sheets

Sample of Design Guidelines



Neighbors in Greenville, South Carolina, define key features of their historic district.

Winter & Company

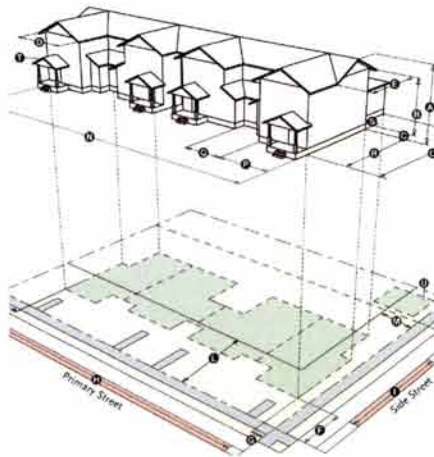
Urban Design • Historic Preservation • Design Review

Enhancing community livability, protecting cultural resources and providing delight in the community experience — these are the focus of design, preservation and planning services at Winter & Company — often in resort communities and other towns with special character.

Winter & Company consults nationwide to public agencies, downtown improvement committees and private property owners. Collaboration with regional planning and design professionals is a specialty. Services include urban design plans, neighborhood conservation strategies, cultural facility feasibility studies and design guidelines. Projects span more than 150 communities in 48 states and Canada.

Company personnel are frequently featured speakers at conferences and conventions, including the National Trust for Historic Preservation, the Western Planners Association, the American Planning Association and statewide preservation organizations.

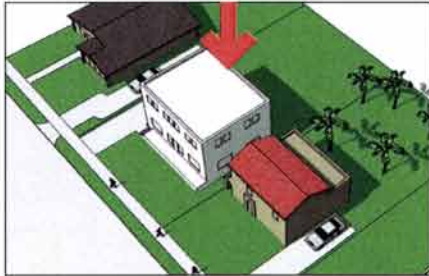
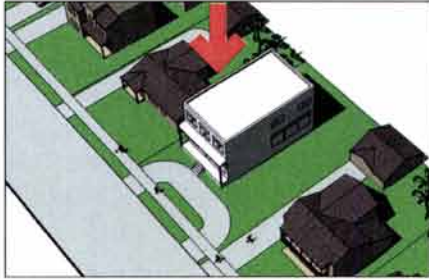
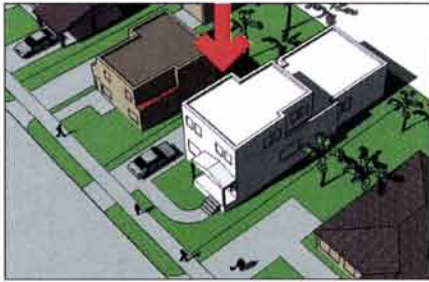
Winter & Company actively engages stakeholders, residents and property owners in creative ways of team-building and problem solving. Community workshops, open houses, and stakeholder interviews are planned to be lively, informative and constructive.



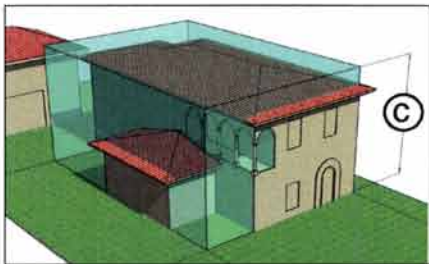
Form-based standards in Denver, Colorado, will provide for a range of building types which are then calibrated to differing contexts.



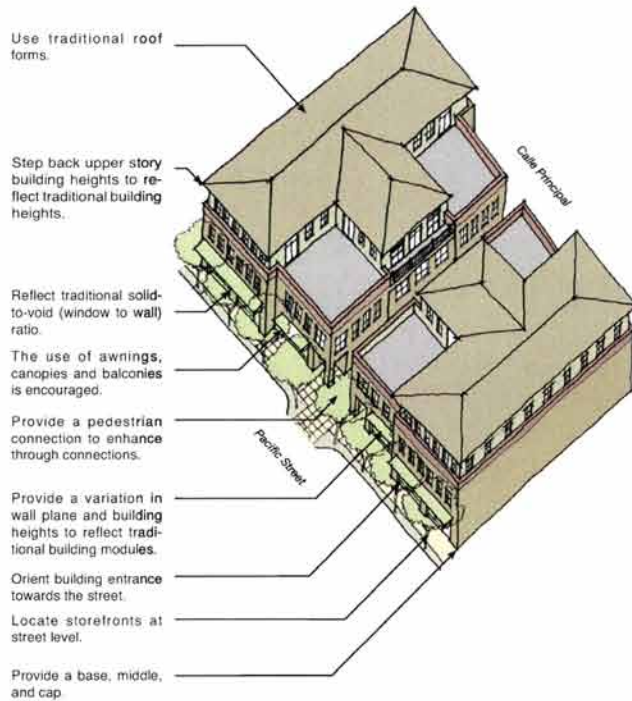
Sustainability design standards and guidelines help ensure that taller, higher density development in Galveston, Texas, considers view corridors and breezeways along the streets leading to established neighborhoods.



Alternative models for West Palm Beach, Florida, illustrate the effects of lot coverage standards.



Testing alternative building envelopes, West Palm Beach, Florida.



A development prototype in Monterey, California, illustrates the objectives of new downtown design guidelines.

Services:

Community Character Management Systems

- Neighborhood conservation plans
- Design and historic preservation guidelines
- Design review systems
- Preservation plans

Form-Based Design Codes

- Neighborhood-based design regulations
- Context-sensitive design standards

Historic Resource Planning and Management

- Historic building master plans
- Adaptive reuse feasibility studies
- Heritage tourism and historic survey strategies
- Commission training

Public Participation and Community Outreach

- Hands-on participatory planning workshops
- Community-based charrettes and visioning

Urban Design

- Downtown and neighborhood plans
- Streetscape design and wayfinding systems
- Corridor plans and guidelines
- River corridor plans and development standards

Noré V. Winter
Principal & Owner
Winter & Company

Noré Winter is an urban design and planning consultant with more than twenty five years of experience nationwide. He specializes in services to communities with special amenities, distinctive natural settings and traditional neighborhoods who seek to protect their heritage.

He developed preservation plans and guidelines for historic and conservation districts across the country, including Salt Lake City, San Antonio, Denver and Atlanta. Smaller communities he has served include Beaufort, South Carolina, Brattleboro, Vermont, Ste. Genevieve, Missouri, Lahaina, Hawaii and Oysterville, Washington.

Colorado communities include Aspen, Breckenridge, Durango, Steamboat Springs and Telluride. In California, he produced citywide preservation design guidelines for Pasadena and San Jose and developed a citywide system of design review for Carmel. Other guidelines projects were for neighborhoods in Napa and Davis and a conservation district for Cannery Row in Monterey.

In Texas, he also has produced design guidelines for Georgetown and Nacogdoches and assisted in writing guidelines for residential districts in Galveston. His recent projects in Texas include Residential Infill Standards for Alamo Heights and Terrell Hills, as well as a Height and Density Development Plan and Design Guidelines for Galveston.

His work in urban design includes downtown plans for Boulder, Colorado, Flagstaff, Arizona, Canton, Ohio, Georgetown, Texas and Walla Walla, Washington. He also has developed neighborhood plans for Lexington, Kentucky, Memphis, Tennessee and Bellingham, Washington.

Mr. Winter is frequently a featured speaker at conferences and conventions, including the National Trust for Historic Preservation, the National Park Service and the American Planning Association. From 1992-1996, he served as Chairman of the National Alliance of Preservation Commissions. He has received awards for "Contributions to the Built Environment" from the Colorado and Western Regional divisions of the American Institute of Architects.

Mr. Winter has provided design review training for a wide range of locations, including the commissions of New York City, Boston, Indianapolis, and Seattle. He has conducted statewide and regional training workshops in design review in Arizona, Florida, Georgia, Hawaii, Kansas, Kentucky, Maine, Missouri, New Hampshire, New Jersey, New York, South Carolina and Washington.

He is based in Boulder, Colorado. He holds a Bachelor's degree in Architecture from Tulane University and a Masters in Architecture and Urban Design from UCLA.

Julia L. (Julie) Husband

Director of Urban Design Studio

Winter & Company

Julie Husband offers eighteen years of experience in architecture, urban design and related fields. She has worked for Winter & Company for the past fifteen years on urban design, historic preservation, design review, and architectural rehabilitation projects.

Currently, Julie is the project manager for Downtown Design Guidelines for Dubuque, Iowa; the Neighborhood Development Criteria project for the City of Ft. Lauderdale, Florida; Framework Plan and Design Guidelines and Standards for Arvada, Colorado; Brickelltown Streetscape Design Guidelines for Truckee, California; Historic Design Guidelines for Sausalito, California; and Design Guidelines for Cudahy, Wisconsin. She recently completed Boulder, Colorado's Compatible Development in Single Family Neighborhoods project; a Downtown Subarea Plan and Design Guidelines for Monroe, Washington; and Design Guidelines for the Historic District and Waterfront Overlay Area in Juneau, Alaska. She also played a key role in the following projects: the Galveston Height and Density Study for Galveston, Texas; Downtown Master Plan for Calistoga, California; River Revitalization Plan for Truckee, California; and the North 7th Avenue Design and Connectivity Plan for Bozeman, Montana.

Ms. Husband also produced plan strategies for the Bellingham City Center Plan in Washington, which includes a network of gateways and different character areas reflecting the design traditions of the community. In addition, she developed design concepts for the mountain resort towns of Silverthorne and Breckenridge in Colorado and for the Flagstaff, Arizona Downtown Plan. Her plan for downtown Rolla, Missouri, received award recognition from the state APA chapter.

She has helped draft design guidelines for residential and commercial buildings in historic districts, conservation districts, and new neighborhoods throughout the country. Such assignments include guidelines for Bellingham, Washington; Carmel, California; Durango, Colorado; Lexington, Kentucky; and San Antonio, Texas. The guidelines for the Third Street area of Durango won awards from Colorado Preservation, Inc. The Truckee Preservation Plan won the California Preservation Foundation Award and the Governor's Historic Preservation Award.

On many planning and design projects, Ms. Husband has generated computer and/or hand-drawn illustrations to model the effect that alternative development scenarios might have on an area. This modeling of the design implications of alternative development scenarios has helped communities make informed decisions about policies they may adopt.

Mary E. Phillips
Associate Planner/Designer
Winter & Company

Mary Phillips has worked with Winter & Company as an Associate Planner and Designer since 2007. She has special expertise in guidelines for Historic Preservation and Sustainability. She is currently engaged in design guidelines projects for Sausalito, California, and Deadwood, South Dakota, and historic preservation plans for Excelsior Springs, Missouri and Tacoma, Washington. In addition, she is involved with the City of Fort Collins, Colorado, assessment of their historic preservation system.

Recently completed projects include Voluntary Residential Design Guidelines Handbook and Residential Zoning Update for Winnetka, Illinois, and Design Guidelines and Draft Standards for Ketchum, Idaho. Both projects are based on an existing conditions analysis and modeling of development alternatives. While with Winter & Company she also assisted in the completion of Design Guidelines for Galveston, Texas, and developed a Strategic Plan for Historic Preservation for the Town of Parker, Colorado. In addition, in January 2009 Mary helped lead a series of workshops addressing residential zoning in Winter Park, Florida.

Mary, a California resident, received a Bachelors of Architecture and a Masters of City and Regional Planning from California Polytechnic State University, San Luis Obispo.

Design Guidelines for Historic Preservation and the Neighborhood Conservation Overlay District Bozeman, Montana



The guidelines also include principles for compatible new construction.

Services:

- Design Guidelines
- Public Outreach

Client:

Chris Saunders
Senior Planner
City of Bozeman

Date: 2005

Bozeman is a community of more than 65,000 located approximately 60 miles north of Yellowstone National Park. The community is fortunate to have a strong downtown with a rich architectural history, and the community wants to respect those design traditions in development within the heart of the city.

Winter & Company created a set of design guidelines that addresses new construction and additions within the residential and commercial Conservation Overlay District. The document provides an “umbrella” system of guidelines that establishes a consistent approach for treatment of buildings within the district. They also provide custom-tailored guidance for specific characteristics for individual historic districts. In addition, general guidelines for preservation were included which could be applied to individual historic properties throughout the city.

The process included active participation of the City’s staff and Bozeman Historic Preservation Advisory Board (BHPAB) members, neighborhood associations, residents, and property and business owners within the districts.



The primary objective was to develop a set of design guidelines that protected the traditional buildings in the Bozeman Conservation Overlay district in order to maintain the character of the area.

DESIGN GUIDELINES

***Design Guidelines for Historic Preservation and the
Neighborhood Conservation Overlay District
Bozeman, Montana (continued)***



The guidelines also address new residential infill.



Guidelines were developed to address the preservation of the main street storefront character.

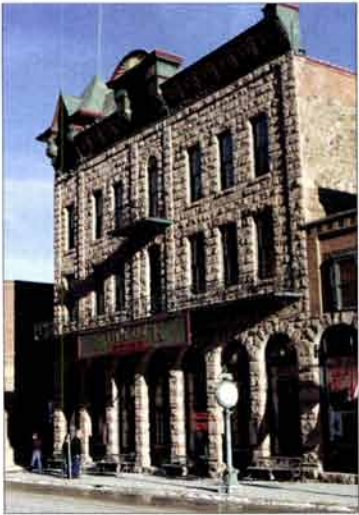


Examples of compatible building materials and details are included in the guidelines to help illustrate their application.



The architectural sketches to the show the desired mass, scale and siting of a potential infill project within residential context.

Preservation Design Guidelines Deadwood, South Dakota



Typically buildings over two stories had special uses, such as this



Unique residential neighborhoods line the hillsides and ravines surrounding downtown.

Services:

Historic preservation design guidelines

Client:

Kevin Kuchenbecker
Historic Preservation
Officer
City of Deadwood

Dates: 2008-2010

Deadwood boasts a history that is central to the settlement of the Black Hills, including the key areas of transportation, recreation and resource extraction. Deadwood's status as a national tourist destination as well as a National Historic Landmark make it appreciated and valued by residents and visitors alike. As a result of its success, Deadwood faces continuing pressures for new construction, additions and alterations, and the City therefore desires more specific design guidance to address these improvement trends.

Winter & Company is currently engaged in writing citywide preservation design guidelines. The guidelines address the diverse characteristics of the city's neighborhoods and districts, which span a broad timeline and encompass several periods of significance. Deadwood's scenic and natural resources, including steep slopes, view corridors and ridgelines are also considered in the guidelines.

A primary goal of the guidelines is to provide clear, user-friendly guidance for the commission, staff, property owners and their designers and contractors. The guidelines incorporate best practices for historic preservation, urban design and community development. They focus on enhancing the pedestrian experience, minimizing impacts of automobiles and promoting high quality, compatible infill. State-of-the-art strategies addressing new trends in preservation, including sustainability, are also incorporated.



Commercial storefronts enliven the street edge throughout downtown Deadwood.

Downtown Design Guidelines Dubuque, Iowa



Dubuque is noteworthy as one of the most livable small cities in the nation. It retains a robust collection of historic resources, sits at a strategic point on the Mississippi River, and enjoys a quality of life that many other communities aspire to achieve. The historic core of Dubuque has served as the cultural center of the region for many years and retains numerous buildings that convey its early character.

The Downtown Design Guidelines cover the downtown core and the Historic Millwork District. The warehouse district was recently listed in the National Register of Historic Places. The district is attracting investment with opportunities for loft housing and other mixed use projects for adaptive reuse.



The Dubuque town clock and City Hall are two of the many historic resources that grace downtown.

Services:

- Analysis of existing conditions
- Guidelines for treatment of historic properties and new infill.

Client:

David Johnson, Planner
City of Dubuque

Date: 2008-2009



Dubuque is the northernmost port city on the scenic Mississippi River.

In November 2009, the downtown design guidelines were awarded the Best Design Education/Preservation project by the Dubuque Main Street organization.

***Downtown Design Guidelines
Dubuque, Iowa***

The Design Guidelines:

The design guidelines addressed four character areas. They include the Neighborhood Corridor to the north, the Warehouse Area, the Downtown Core Area and the Downtown Transitional Area.



Downtown Core historic resource



Warehouse area context

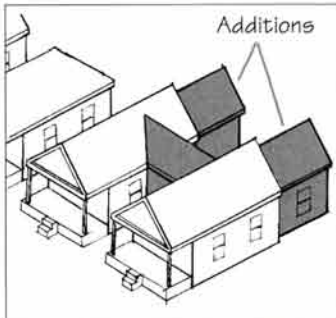


Neighborhood area context

Design Guidelines for the Farish Street Neighborhood Historic District Jackson, Mississippi



Many of the structures throughout the neighborhood are simple, two-room "shotgun" residences.



If even more space is needed, another option that may be considered is to add on to the rear

Services:

- Visual character analysis
- Design guidelines

Client: Dana Peak
City of Jackson, Mississippi

Date: 1997

The Farish Street Neighborhood Historic District is an important area to the city of Jackson. Its houses and commercial buildings are tangible reminders of the lives and contributions made to the city's history by the many people who lived and worked in this traditionally African-American neighborhood in the nineteenth and twentieth centuries. The area became a segregated neighborhood for African-Americans after the Civil War, because "Jim Crow" practices relegated African-Americans to living and working within limited areas of the city. The neighborhood is the largest such community in the state of Mississippi. In the 1930s, the neighborhood became a popular African-American entertainment district, with frequent performances by Bessie Smith, B.B. King and Dizzie Gillespie. During the 1950s and 1960s, the neighborhood became an important meeting place for Civil Rights organizers such as Martin Luther King, Jr., Stokely Carmichael and Medgar Evers.

Both the City of Jackson and State of Mississippi identified the neighborhood for redevelopment as an entertainment district, in light of the area's historical importance. The City contracted with Winter & Company to assist in the development of design guidelines that would address building rehabilitations and new construction as a part of the entertainment district.



This recently renovated row of shotgun houses helps preserve the area's historical importance.

Residential Historic District Design Guidelines Pasadena, California



Public participation was an important step in developing the design guidelines document.

Services:

- Design guidelines
- Character analysis

Client: City of Pasadena

Date: 2002

In 2002, Winter & Company, with RACESTUDIO, developed a citywide system of design guidelines for historic districts. This includes the well-known craftsman era enclave with Greene and Greene houses, as well as more modest bungalow neighborhoods. An active public outreach program engaged residents in describing their key assets and outlining design policies for them. These documents serve as neighborhood plans for these areas as well.



The design guidelines were written to reflect the diversity of building types in the Historic District.



Residential Design Guidelines System San Jose, California



Detail of a house in the Hensley Historic District.



The residential buildings in the Hensley Historic District were set back a similar distance from the public right-of-way.

Services:

- Design guidelines
- Character analysis

Client:

City of San Jose

Date: 2003

Winter & Company

In 2003, Winter & Company, developed design guidelines for several Historic and Conservation Districts in San Jose.

Your Old House: Guide for Preserving Our City's Homes is an in-depth set of design guidelines that describe why and how to rehabilitate the exterior of San Jose's older homes in a way that maintains the character of individual homes as well as their neighborhoods. The guidelines are generously illustrated and are based on the Secretary of the Interior's Standards. They include information on the history of San Jose and its largest residential historic district, the Hensley Historic District. They also provide information about all of the city's historic districts and conservation areas. The publication discusses the benefits of design guidelines, provides information on the identification of architectural styles, and includes a resource appendix.



The design guidelines were written to reflect the diversity of building types in the conservation districts.

"The new guidelines fill an important need by providing useful information about appropriate approaches for improvements...Many thanks to the City for this effort.!"

- - Michael Borbely, President, Palm Haven Neighborhood Restoration Committee

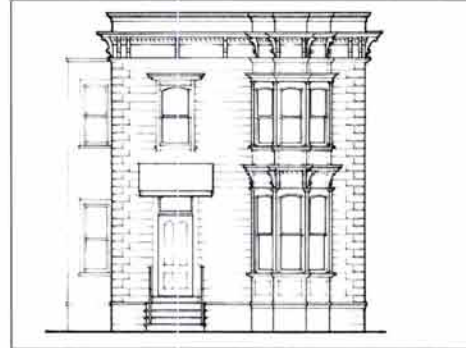
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DESIGN GUIDELINES SERVICES

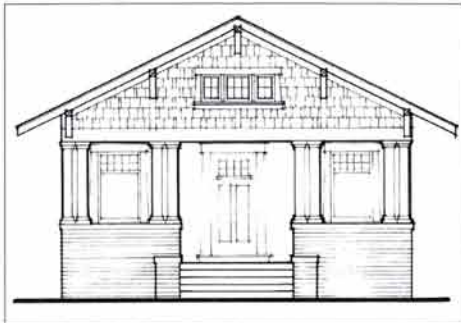
**Residential Design Guidelines System
San Jose, California (continued)**



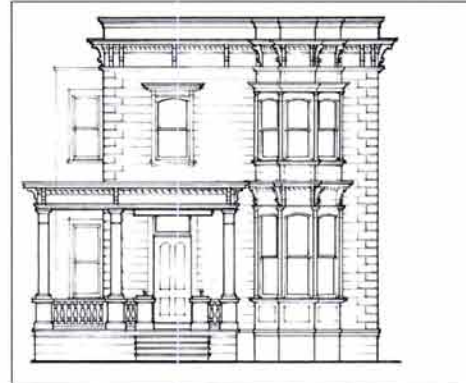
Existing Condition: *Craftsman style house with an enclosed porch.*



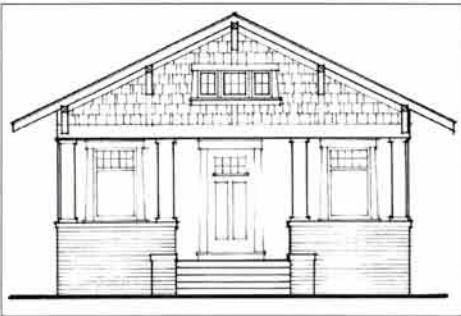
Existing Condition: *Italianate style house with the original porch removed.*



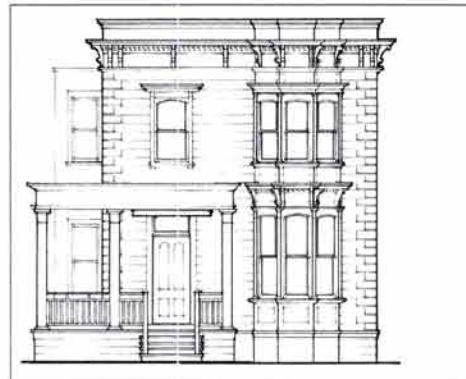
Preferred Approach, when historical documentation is available: *Craftsman style house with a replacement porch designed similar to that seen historically.*



Preferred Approach, when historical documentation is available: *Italianate style house with a replacement porch designed similar to that seen historically.*



Acceptable Approach, when historical documentation is not available: *Craftsman style house with a simplified interpretation of a traditional porch design.*



Acceptable Approach, when historical documentation is not available: *Italianate style house with a simplified interpretation of a traditional porch design.*

A series of sketches provide examples of acceptable treatments for rehabilitation of porches on two residential building styles.

Building Mass and Scale in Historic Districts West Palm Beach, Florida



Because traditional mass and scale varies greatly across West Palm Beach's fourteen historic districts, standards and guidelines need to be context sensitive.

Services:

- Mass and scale studies in the city's fourteen historic districts
- Community workshops
- Citizen, realtor and construction industry focus groups
- Context sensitive standards and guidelines for mass and scale in historic districts

Client:

Friederike Mittner
Historic Preservation
Department
City of West Palm Beach

Date: 2007-2010

Winter & Company

The City of West Palm Beach is positioned between the Atlantic Intracoastal Waterway and the vast Everglades wilderness. Rapid growth has pushed the region to a turning point. Developable land is now scarce, greatly increasing the demand for infill development. As a result, redevelopment pressure is rising in many of West Palm Beach's fourteen residential historic districts.

A consultant team led by Winter & Company assisted the City of West Palm Beach with tools to protect the character of its historic districts. The City and consultant team developed context sensitive dimensional standards and improved guidelines to ensure that new infill and additions are compatible with the surrounding design character.



In the first phase of the project, Winter & Company modeled infill trends in different contexts throughout historic districts in West Palm Beach. The models help identify potential issues occurring with new development.

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Building Mass and Scale in Historic Districts West Palm Beach (continued)



Access to the Intracoastal Waterway is contributing to rising property values and development pressure in many of the city's historic districts.

The process included active public participation in a series of community workshops. In these workshops, participants identified the character-defining features of the city's historic districts and current building issues that impact the character. Solutions were explored that balance preservation objectives with the needs of individual homeowners. While discussing solutions, it was important to consider:

- Quality of life and sense of community currently enjoyed by residents
- The ability of residents and private builders to invest and expand
- Current trends in residential development
- The effectiveness of current regulations
- The simplicity and ease of use of any future regulations



The community participated in the planning process through a series of public workshops.

The project's initial assessment phase set the stage for a strategy to select the appropriate regulatory tools to address building scale and preliminary recommendations. After establishing the strategy, Winter & Company developed and presented tools to address mass and scale throughout historic districts in West Palm Beach.

The regulations were adopted in April 2010.



Winter & Company used interactive workshop exercises to encourage community involvement.



West Palm Beach is seeking to protect its unique architectural heritage.

Design Guidelines Sample





Preserve key features of a commercial storefront.



Compatible interpretations of traditional storefront components are appropriate where the original is missing.

A. Treatment of Specific Building Types

This section provides additional guidance for three specific historic building types: (1) Commercial, (2) Residential, and (3) Industrial. These guidelines apply in addition to the preceding section...

Historic Commercial Properties

Preservation of Commercial Storefronts

Many storefronts in Sausalito have components seen traditionally on commercial buildings. The repetition of these standard elements creates a visual unity at the street that should be preserved. These features should not be altered, obscured or removed. The preservation of a historic storefront will help maintain the interest of the street to pedestrians by providing views to goods and activities inside first floor windows. Retaining these features also supports the City's sustainability objectives. (See page 21).

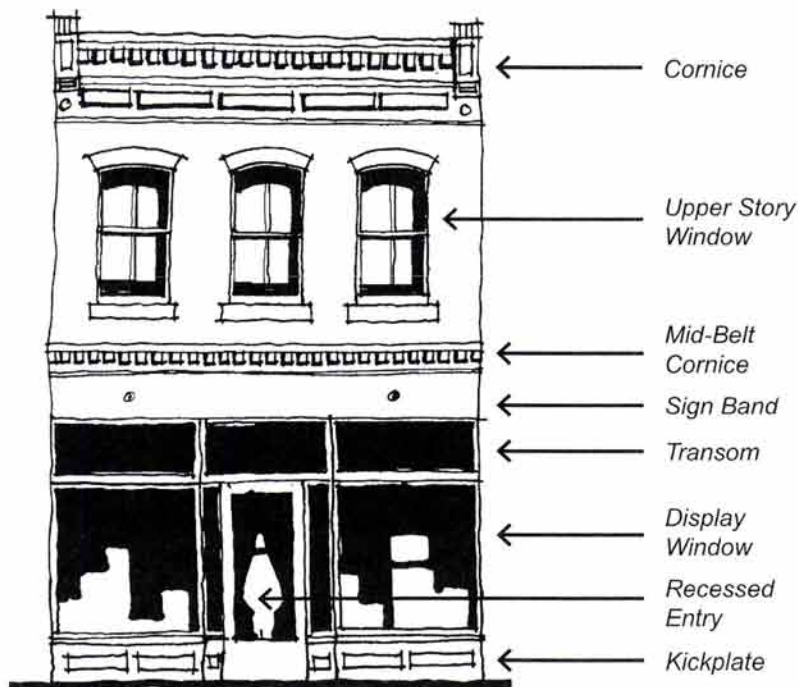
3.1 For a commercial storefront building, a rehabilitation project should preserve these character-defining elements:

- **Cornice molding:** A decorative band at the top of the building.
- **Upper-story windows:** Windows located above the street level often have a vertical orientation.
- **Mid-belt cornice:** A decorative band at the top of the first floor.
- **Sign band:** A flat band running above the transoms to allow for the placement of signs.
- **Transom:** The upper portion of the display window, separated by a frame.
- **Display windows:** The main portion of glass on the storefront, where goods and services are displayed.
- **Entry:** Usually set back from the sidewalk in a protected recess.
- **Kickplate:** Found beneath the display window. Sometimes called a bulk-head panel.

3.2 If a storefront is altered, restoring it to the original design is preferred.

- If evidence of the original design is missing, use a simplified interpretation of similar storefronts.
- Historic photographs of Sausalito and its commercial buildings should be used when determining the original character of a storefront design.

Character-defining Elements of a Storefront



Where the original storefront is missing and no evidence of its character exists, a new design that uses the traditional elements may be considered.

3.3 Alternative designs that are contemporary interpretations of traditional storefronts may be considered where the historic facade is missing and no evidence of it exists.

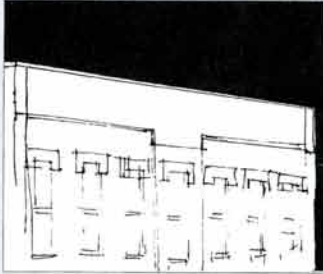
- Where the original is missing and no evidence of its character exists, a new design that uses the traditional elements may be considered.
- The new design should continue to convey the character of typical storefronts. The storefront system should be in proportion to the building. The storefront components should also be appropriately proportioned to one another (framework, kick plate, display, entry and transom).

3.4 Retain the kickplate as a decorative panel.

- The kickplate, located below the display window, adds interesting detail to the streetscape and should be preserved.
- If the original kickplate is covered with another material, consider exposing the original design.

Treatment of an Altered Historic Cornice

Existing Building



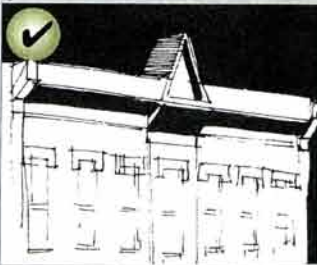
Existing building with missing cornice.

Reconstructed Cornice



Reconstruct a missing cornice when historic evidence is available.

Replacement Cornice



A simplified interpretation is appropriate if evidence of the original is missing.

3.5 If the original kickplate is missing, develop a sympathetic replacement design.

- Wood is an appropriate material for a replacement on most styles; however, alternative materials may also be considered when appropriately used with the building style.

3.6 Preserve the character of the cornice line.

- Most historic commercial buildings have cornices to cap their facades. Their repetition along the street contributes to the visual continuity on the block.
- Many cornices are made of sheet metal, which is fairly lightweight and easy to repair. Areas that have rusted through can be patched with pieces of new metal. Others are wood.

3.7 Reconstruct a missing cornice when historic evidence is available.

- Use historic photographs to determine design details of the original cornice.
- Replacement elements should match the original in every detail, especially in overall size and profile. Keep sheet metal ornamentation well painted.
- The substitution of another old cornice for the original may be considered, provided the substitute is similar to the original.

3.8 A simplified interpretation is also appropriate for a replacement cornice if evidence of the original is missing.

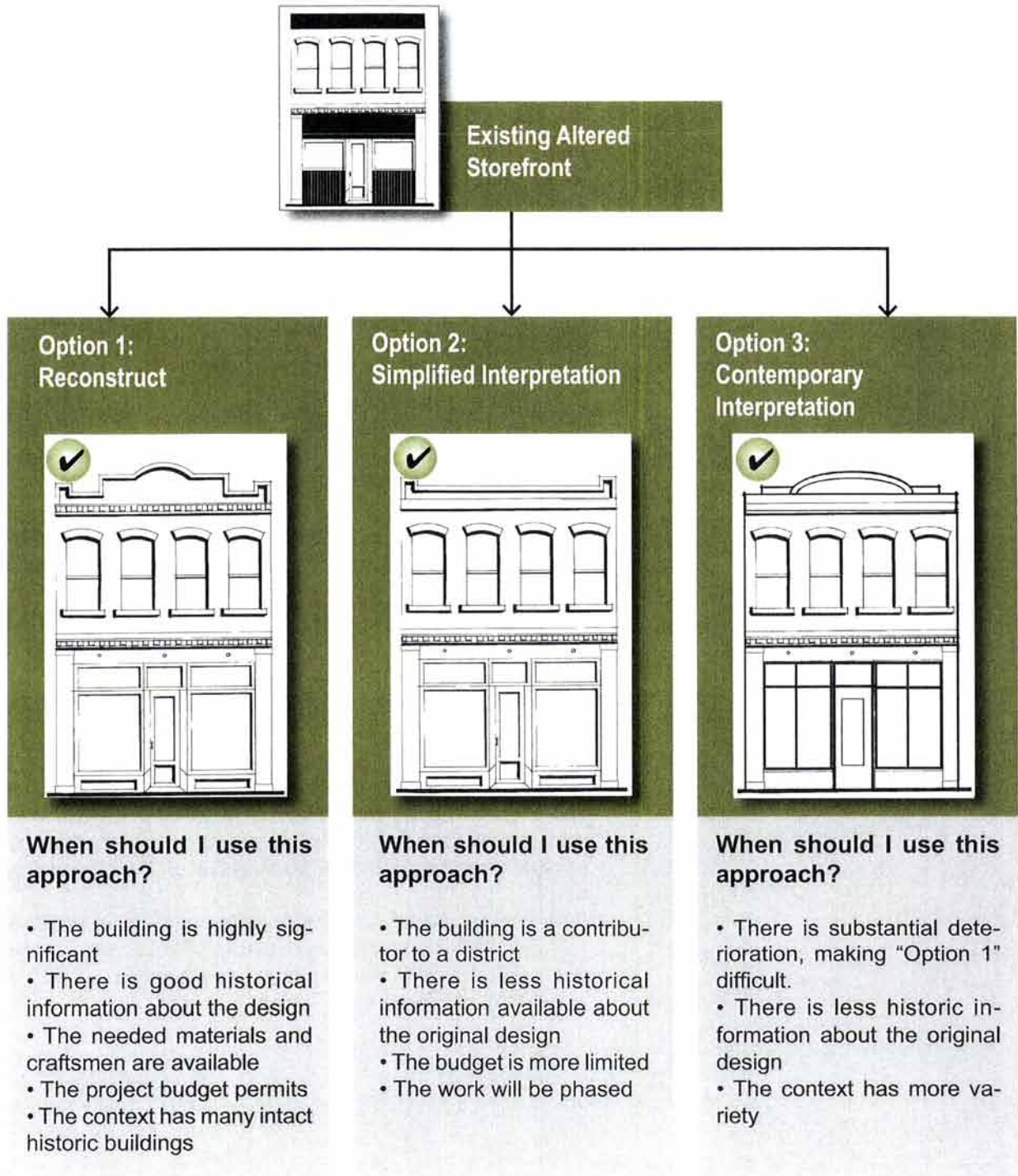
- Appropriate materials include stamped metal, wood and some durable synthetics.

3.9 Retain the original shape of the transom glass in historic storefronts.

- Transoms, the upper glass band of traditional storefronts, introduced light into the depths of the building, saving on light costs. These bands should not be removed or enclosed.
- The shape of the transom is important to the proportion of the storefront, and it should be preserved in its historic configuration.
- If the original glass is missing, installing new glass is preferred. However, if the transom must be blocked out, be certain to retain the original proportions. One option might be to use it as a sign panel or decorative band.

Treatment of an Altered Historic Commercial Storefront

The guidelines in this section discuss a range of treatment options for commercial storefronts, including reconstruction and replacement in various ways. When applied to a building that is already altered, which would be the best approach? This diagram outlines the steps to follow in making that decision.





A parapet wall (An upward extension of a building wall above the roofline) should not be altered, especially those on primary elevations or highly visible facades.

3.10 A parapet wall should not be altered, especially those on primary elevations or highly visible facades.

- Inspect parapets on a regular basis. They are exposed to the weather more than other parts of the building, so watch for deterioration such as missing mortar or excessive moisture retention.
- Avoid waterproofing treatments, which can interfere with the parapet's natural ability to dry out quickly when it gets wet.

Additions to Commercial Properties

Two distinct types of additions to historic commercial buildings may be considered. First, a ground-level addition that involves expanding the footprint of a structure may be considered. Such an addition should be to the rear or side of a building. This will have the least impact on the character of a building, but there may only be limited opportunities to do this. Second, an addition to the roof may be designed that is simple in character and set back substantially from the front of a building. In addition, the materials, window sizes and alignment of trim elements on the addition should be compatible to those of the existing structure.

3.11 An addition should be compatible with the main building.

- An addition should relate to the building in mass, scale, character and form. It should appear subordinate to the main structure.
- Roof forms should be compatible as well. An addition with a pitched roof is inappropriate for a building with a flat roof.
- An addition to the front of a building is inappropriate.
- Greater flexibility of non-visible facades is appropriate. (See Chapter II for more information on applying flexibility in the treatment of historic properties.)