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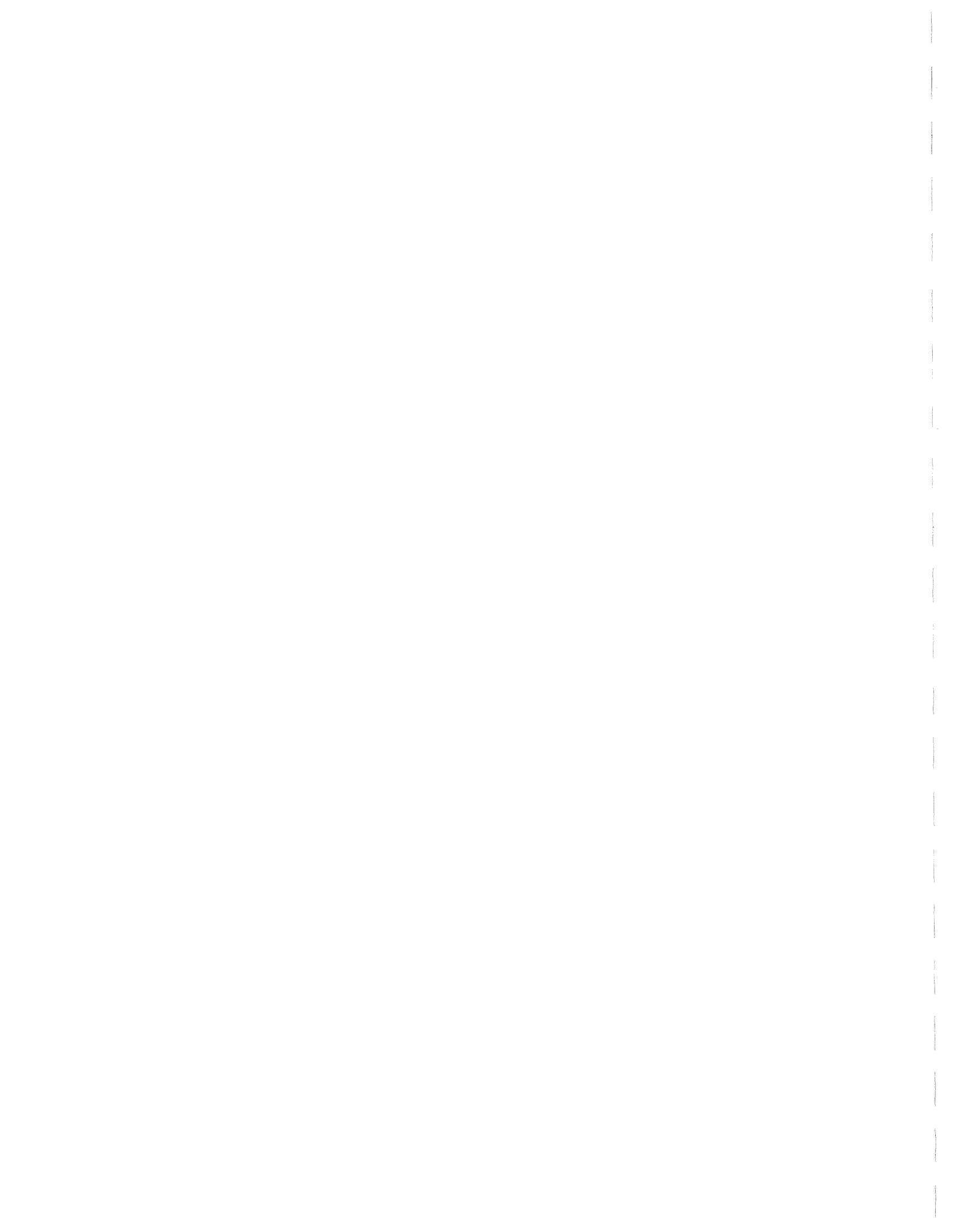
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RED LODGE REVITALIZATION MASTER PLAN

RED LODGE
COMMERCIAL HISTORIC DISTRICT
REVITALIZATION
MASTER PLAN

1986

Carbon County, Historic Preservation Office • Red Lodge, Montana
Michels Raffety Architects • Livingston, Montana



Red Lodge, Montana: This is our town. This is our plan. Working together we have developed it. Working together we will carry it out.

ACKNOWLEDGMENTS

This project was developed under the joint sponsorship of the Carbon County Historic Preservation Office, the Carbon County Historical Society, the Red Lodge Area Chamber of Commerce, and the Montana Bank of Red Lodge. We readily acknowledge with great appreciation the financial and professional assistance received from the following sources:

The State Historic Preservation Office completed the historic research on each building, and through the National Park Service, Department of the Interior, provided funding for architectural services presented in the first section of this plan.

The Small Business Administration paid the expenses of the market analysis portion of this project, which was completed by the Eastern Montana College School of Business and Economics.

The Montana Department of Commerce gave us training and technical assistance on planning, economic development, and financing.

The Montana Department of Natural Resources and Conservation recommended energy conservation measures for our variety of building types.

The Red Lodge Certified Cities Committee developed the goals and objectives, led the way in planning infrastructure support facilities, and is working to assist existing businesses and attract new ones to improve the economic viability of the area. Dixie McCampbell is chairperson of the Committee, and members are Joe and Kay Adams, Riley Price, Bob Pitcher, Pat Lundin, Edrie Vinson, Bill Wilson, Dick Powell and Bill Evans.

Kirk Michels and Larry Raffety of the firm Michels Raffety Architects prepared the historic revitalization design, and were responsible for completion of this plan.

The Carbon County Historic Preservation Office planned, coordinated, and arranged funding sources for the project, and Lisa Adams typed the manuscript.

The Red Lodge Area Chamber of Commerce provided the volunteers for the Downtown Revitalization Committee who dedicated their time, energy, and expertise to prepare, publicize, and help fund the entire project. Special thanks go to Tom Averill, Shirley Zupan, Ernie Strum, Dwayne Borgstrand, Lilo Klaehn, Betty Buck, Tom Egenes, and Kathleen Delahanty, Committee members, and Edrie Vinson, the Carbon County Historic Preservation Officer.

Special thanks also go to Ernie Strum and Bill Wilson, who participated by funding architectural plans and specifications, and paid for facade rehabilitations on their three commercial buildings that serve as examples in this plan.

This project has been funded with the assistance of a grant from the National Park Service, U.S. Department of the Interior, under provisions of the National Historic Preservation Act of 1966, as amended. Historic Preservation grants are administered in Montana in conjunction with the National Register of Historic Places Program, by the State Historic Preservation Office, a program within the Montana Historical Society. The contents and opinions contained in the publication do not necessarily reflect the views or policies of the National Park Service or the Montana Historical Society.

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Fig. 1. Recently rehabilitated storefront, 26 N. Broadway.

INTRODUCTION

As Red Lodge celebrated its centennial year in 1984, its residents looked back into a colorful past. At the same time community leaders were concerned about the city's economic future. The first fifty years saw both the rapid growth and prosperity of a coal mining boom town, and later the decline in population and the economy when the mines closed. The second fifty years were somewhat leaner. Red Lodge gradually relied more on the tourists' trade dollars, and its position as a commercial center for the surrounding agricultural area. But the 1980s' droughts, grasshoppers, and depressed agricultural prices threatened the stability of the local economy. Concurrently the tourism market became far more competitive. Fewer visitors came, and businesses had trouble balancing their books.

As the population dropped from its 1915 peak of some 6,000 people to fewer than 2,000 in 1986, the city began to show signs of decline. There were vacant and poorly maintained buildings in the center of the commercial district, and city services suffered from age and lack of timely repair or replacement. The taxable valuation was insufficient to meet the city's needs for the most common city services, and few jobs were to be found. Unlike a larger city, where the older downtown had to face competition from a new urban mall, Red Lodge faced competition from other resort communities in the Rocky Mountain west.

Meanwhile, in other parts of the country, by using the "Main Street" approach and historic preservation, towns like Red Lodge experienced tremendous revitalization. Since 1981, by using primarily the 25% federal income tax credit as an incentive for historic rehabilitation, \$8.18 billion have been invested in America's commercial historic buildings. This investment has created 62,000 jobs over that five-year period. The visual charm of the restored historic storefronts attracted new customers and generated a \$15 billion

increase in sales. The upswing in business resulted in a \$5.65 billion increase in wages through new job opportunities.

By adopting a "mixed-use" theory of zoning, once vacant upper floors have been rehabilitated into offices, light manufacturing centers, and more than 58,000 apartment suites, all of which brought people back downtown, creating a center of renewed activity.

While these statistics of accomplishments are impressive, it may be difficult at first to put them into perspective. What could this mean for Red Lodge? One town undertaking such a revitalization project was Edgartown, Massachusetts, with a population of 2,500, or comparable in size to Red Lodge. Their achievements include nine major building rehabilitations, nineteen new businesses, and over \$5.5 million in reinvestment in the commercial district in just three years' time.

How did they do it? The National Trust for Historic Preservation developed a comprehensive approach that combined economic development with preservation of the business district's physical and cultural heritage. The approach consists of four steps: 1) organization, 2) promotion, 3) design, and 4) economic restructuring. The National Trust developed the ideas, outlined the tasks to be performed, and trained a staff of specialists to direct and carry out the work.

In September 1984 the National Trust televised a conference on the Main Street program that many of Red Lodge's council members, businesspersons, and community leaders viewed. Those attending the presentation enthusiastically supported the concepts, and were convinced that such a program would work here. Broadway, the main street through town, is lined with historic buildings, that as a district were listed on the National Register of Historic Places in 1983. Several business owners had expressed interest in rehabilitating their buildings, and they only

needed guidance in how to go about it. At the same time, business had slowed down sufficiently to cause some shops to close, and others were sustaining losses. If the economic climate did not improve soon, more businesses would fail. In short, Red Lodge was prime for a revitalization project.

The major question at hand was not whether to do it, but how. The city lacked sufficient funds to hire the National Trust to direct the program, and the business community likewise could not raise the necessary capital. But Red Lodge was not short of people who were willing to volunteer to work hard to improve their town. With Edrie Vinson, the Carbon County Historic Preservation Officer, as the coordinator, the Red Lodge Area Chamber of Commerce, the Carbon County Historical Society, and the Montana Bank joined forces to form a Downtown Revitalization Committee to design and implement a revitalization program for Red Lodge. Although much of the expertise to carry out such a plan was lacking, the spunk and optimism of the volunteers inspired professional assistance from a variety of sources.

Patricia Bick of the Montana State Historic Preservation Office laid the groundwork for the plan by researching the history of each building in the central commercial district. Assisted by Debbi Brown, who garnered information from historic newspapers, and Catherine Gerhardt, who indexed information on the businesses and business owners, Pat determined the architect or builder, the date of construction, original and subsequent owners and uses, and the facade changes that occurred during the life of each building. She also selected historic photographs depicting the original appearance and dating the alterations. Space limitations prohibited inclusion of all the building histories in this document, but copies are available at the Carbon County Historic Preservation Office and at the State Historic Preservation Office (SHPO) in Helena.

Following the research on individual buildings, Pat wrote a new nomination to the National Register of Historic Places, that expanded the boundaries of the Red Lodge Commercial Historic

District to incorporate all the historic commercial area. As a result of this expansion more building owners were eligible for special tax advantages for rehabilitation, and the historic district boundary more nearly replicated the central commercial zone and facilitated city zone planning.

The State Historic Preservation Office further assisted the development of the Plan through a grant, which financed the preparation of historic architectural plans for downtown.

The Committee contracted with Michels Raffety Architects of Livingston, Montana, to evaluate all the commercial buildings in the central commercial zone, and provide designs for facade rehabilitation that would enhance the historic appearance of Red Lodge. Much of the information in this document is a result of their work. Specific information is available on each building at the Carbon County Historic Preservation Office and the SHPO.

The Committee realized that many of the changes that business owners had made to their buildings were due to the high cost of energy and to the need to save on operating costs in order to stay in business. Therefore they called upon Pat Dopler of Dopler Solar Construction, a local building contractor, and the Energy Division of the State Department of Natural Resources and Conservation (DNRC) to identify ways to conserve energy without sacrificing the historic design of the buildings. DNRC conducted an energy audit in each type of building found in the commercial district and recommended specific conservation measures appropriate for each group. Mr. Dopler advised the Committee on which were the most cost-effective measures and provided information on various energy retro-fit products available. While this plan summarizes results, more information on specific building types is available in the Carbon County Preservation Office, and at DNRC in Helena.

While facade enhancement and energy efficiency are important improvements that help businesses become more appealing and cut operational costs, the Committee felt strongly that it must identify additional means of strengthening and

expanding existing businesses and attracting new ones to build the economy of the central commercial district. The Small Business Administration's Small Business Institute program financed economic studies by the School of Business and Economics, Eastern Montana College. The studies included a survey of Red Lodge consumers and business owners to determine their perceptions, preferences, and recommendations for commercial district improvement, as well as a comparative look at other cities similar in size. Since many businesses in Red Lodge rely heavily on tourism, directly or indirectly, one study made recommendations on how to increase tourism through promotion, and developed a means of identifying volunteers to work on special events that draw people into town. Information from these reports is summarized in this plan. For the entire text please contact the Carbon County Historic Preservation Office or the SHPO.

The Eastern Montana College reports recommended that the Montana Certified Cities Program and the Montana Ambassador Program be used to help develop and implement the revitalization plan. The Red Lodge City Council authorized the establishment of a Certified Cities Committee through the Red Lodge Area Chamber of Commerce. The Montana Department of Commerce, Business Assistance Division, helped train the Committee in business and industry recruitment and guided them in preparing information for prospective new businesses. The Division also paid the cost of Economic Development Finance Training for the Preservation Officer to enable her to assist businesses in packaging financing to rehabilitate, expand, or open a new enterprise in Red Lodge. The Local Government Assistance Division guided the Committee in planning capital improvements, and made recommendations to improve the zoning and the sign ordinance.

Many of the recommendations of the Certified Cities Committee are found in this document. Economic development is an ongoing process and

more work is planned for the future. For more information concerning the CCC recommendations please contact Dixie McCampbell, chairperson, at 446-1613; Kay Adams, Red Lodge Area Chamber of Commerce, at 446-1718; or the Carbon County Historic Preservation Office at 446-3157.

Following are the goals and objectives identified by the Certified Cities Committee and adopted by the Red Lodge City Council:

GOAL 1: To make Red Lodge a better place to work by stabilizing and expanding the economy.

OBJECTIVES:

- A) Strengthen, expand, and protect the existing tourism and recreation economic base;
- B) Strengthen and expand the existing businesses; and
- C) Attract new businesses.

GOAL 2: To make Red Lodge a better place to live and visit by providing a safe, clean, healthy and beautiful environment.

OBJECTIVES:

- A) Support the implementation of the Downtown Revitalization Plan;
- B) Develop and expand city recreational and cultural opportunities;
- C) Improve the physical appearance of Red Lodge; and
- D) Improve the quality of housing for residents.

We hope the following pages serve as suggestions, inspirations, options, and opportunities. Working together we can and will meet the goals and objectives to improve Red Lodge as our home, a viable, competitive resort community.

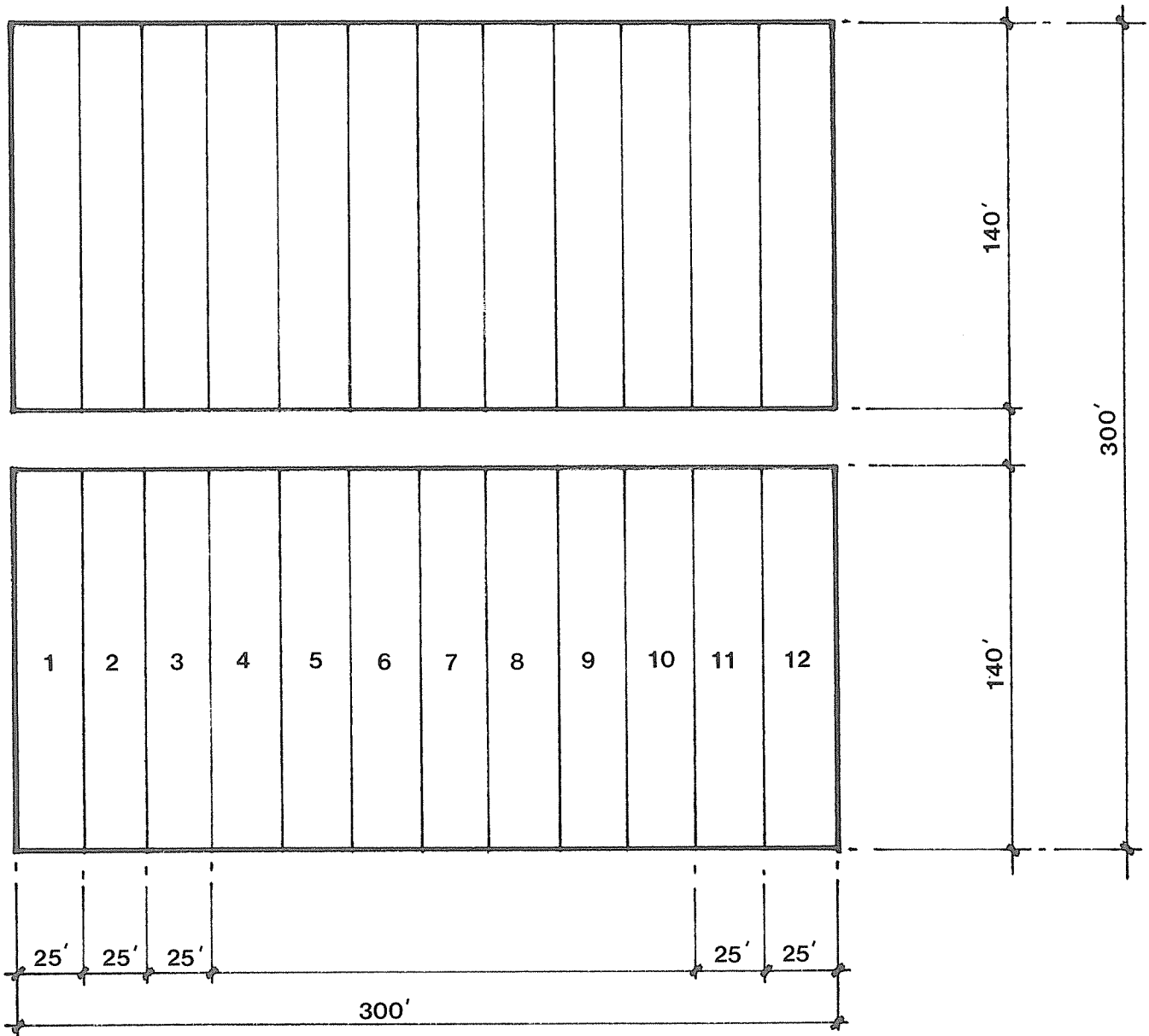


Fig. 2. Original platting of commercial block showing typical lot layout.

PART I:

REHABILITATION OF THE HISTORIC DISTRICT

Where do we begin? This section of the plan focuses on what the Commercial District was like historically, how it has evolved, and what we can do to enhance it.



Fig. 3. Red Lodge Main Street looking north, ca. 1900.

HISTORY OF COMMERCIAL BUILDING DESIGN

To fully appreciate the intrinsic beauty of a commercial historic structure it is important to understand the elements that influenced its design.

Construction of commercial buildings in the late 19th and early 20th centuries followed a basic formula as shown in Figure 1. This pattern developed as a functional response to lot boundaries and traditional architectural design. The customary 25 foot storefront developed from the original platting of city commercial blocks. The standard block was 300' square. The blocks were

usually bisected by a 20' alley. Each half was then further divided into 12 lots each 25' wide by 140' long. An owner could fill the lot with his building or, if he needed less room, build a shorter building that left a space in the back of the lot for service access and parking. The facade was always built on the front property line referred to as the "no set-back" or "zero lot-line" building plan.

Owners who had businesses requiring additional street frontage purchased adjacent lots or portions of lots to meet their needs. Buildings such as hotels, theatres, meeting halls, and public buildings typically required greater street frontage, and more than a single lot.

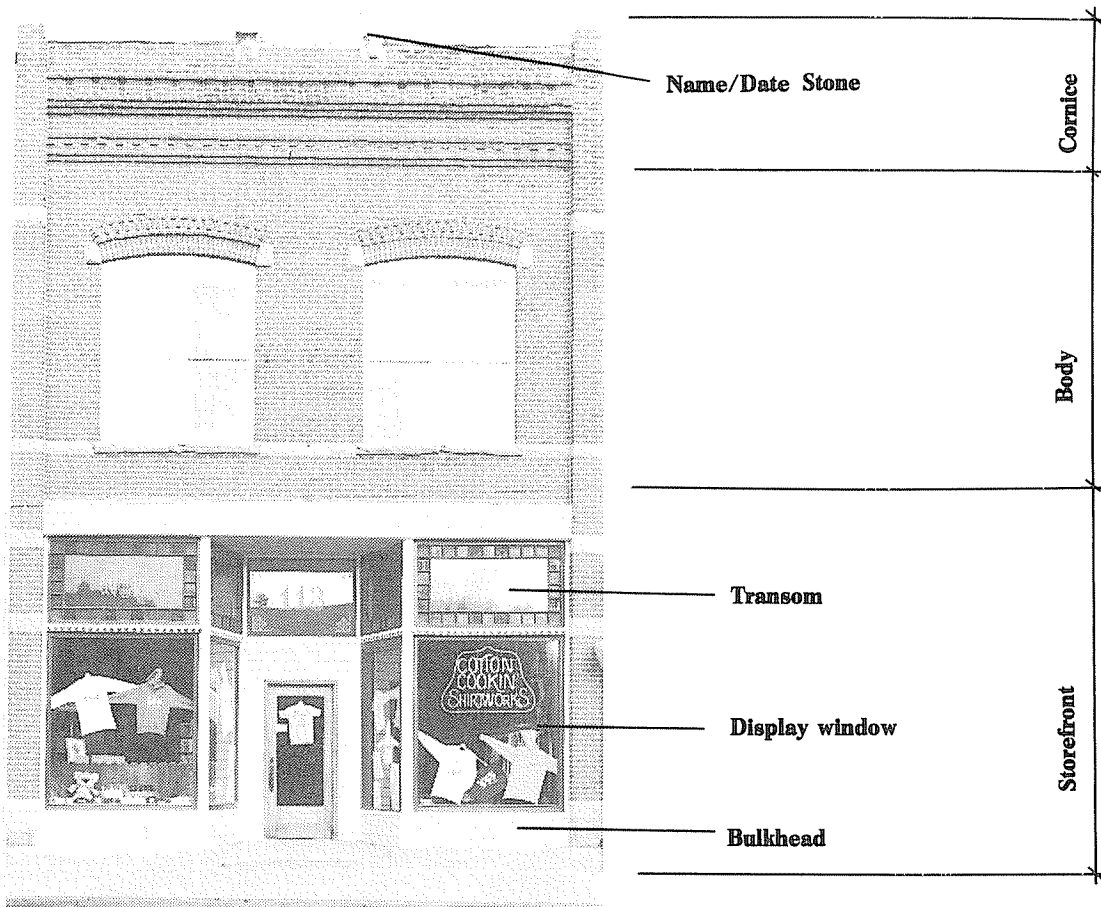


Fig. 4.

Tripartite storefront. This is a good example of 3-part storefront with exception of clapboard siding in the bulkhead, entryway and lintel, where relief panel or wooden trim were usually seen.

In designing plans for the rehabilitation of historic structures it is important to understand the components of the building. As shown in Figure 4 each building has three basic components—the storefront, the body, and the cornice. The storefront or ground floor consisted of three components within itself, the transom, the window display area and the bulkhead. The storefront usually was the sole source of natural light for the narrow, deep commercial space. Because electric lighting was initially non-existent, and in its early development, quite poor, natural light was a premium. To take maximum advantage of daylight, the storefront was predominantly glass that typically reached a height of 14', which in turn became the interior ceiling height. The tall windows, combined with transoms and high ceilings, allowed natural light to reach further into

the narrow depth of the store. The area below the display window which meets the sidewalk was referred to as the bulkhead. Bulkheads were kept to a minimum height to allow the greatest amount of window area for merchandise display. Bulkheads typically were done in wood with a relief panel motif. The functional requirement for natural light and display windows established the fundamental patterns seen in historic storefront design. Unfortunately, today the high ceilings and storefronts are the most misunderstood and most frequently abused elements of the building. For example, if paneling is applied over transoms it breaks the vertical proportion of the storefront, and creates a horizontal band that destroys the slender vertical proportions of the original facade. Even in the 1920s and 1930s replacement storefront glazing systems that utilized metal mullions and leaded



Fig. 5. Excellent example of a 1920s-1930s metal mullion and leaded glass transom storefront.

glass transoms were better suited for use in storefronts wider than 25', where the transom could develop a pleasing horizontal proportion. Even in narrower versions, however, the transparent leaded glass panels related to the plate glass storefront windows, thus continuing original glazing proportions. Examples of proposals for rehabilitation of various storefront transoms may be found in the Block-by-Block section.

Above the storefront and below the cornice is

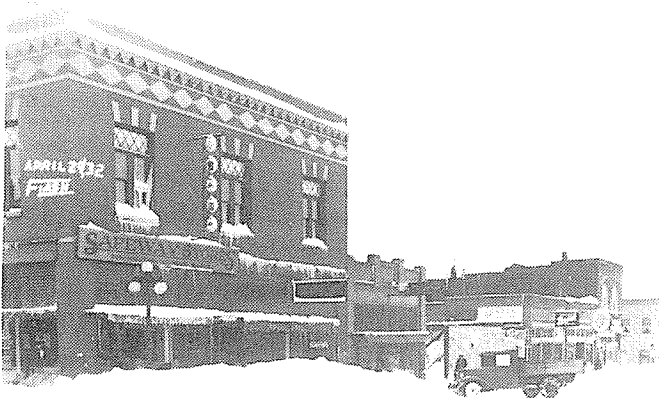


Fig. 6. Note polychrome brick patterns and leaded glass transom.

the body of the building. The body of the building may be one or more floors. In this space the mason could demonstrate his style and creativity. Early fenestration patterns may have been four single double-hung windows or two pairs of double-hung windows with tall slender proportions symmetrically located in the facade. Brickwork in this area was often playful, with patterns and reliefs rising toward the cornice band. It is here that poly-chroming is most often seen. Poly-chroming refers to the use of contrasting colors of brick and stone that create ornamental accents and patterns. The body of the building and the cornice usually remain intact and exhibit the best historic integrity.

The top element of the facade, the cornice, terminates the composition. Cornices were constructed of various materials and in a variety of styles. Masonry buildings often had a parapet wall made of brick. Cornice brickwork typically exhibited the most ornamental pattern. Often the cornice was accentuated with small projections that were ideal locations for placing a stone carved with the building's construction date or owner's name.



Fig. 7. Name and date stones above cornice add interest and sense of past to building.

Another common cornice material was pressed sheet metal. These metal cornices were made to look like fancy cut stone, as can be seen on the A.J. Davis Jewelry Store (The Mountain Shop) at 16 N. Broadway.



Fig. 8. Original sheet metal cornice imitates sculpted stone ornament.

Cornices on wooden buildings were typically built-up, "false fronts" as can be seen at 208 S. Broadway or at the recently rehabilitated Montana Bakery (C-Mor Real Estate) buildings at 108, 108½, 110 S. Broadway. The cornice is an important feature of the design and should always be maintained or re-created in the rehabilitation process.

The components—store front (or base), the body (or upper facade), and the cornice—comprise the three distinct elements of commercial tripartite facade design. Recognition of these elements and expression in design of these components is a good basic approach for most rehabilitations.

The tripartite scheme applies not only to 25 foot store fronts, but to larger buildings as well. For instance, hotels such as the Spofford Hotel (currently the Pollard) also follow the basic

tripartite pattern of base, body, and cornice. The base is accentuated with a continuous Romanesque arch brick motif above the first floor windows and the addition of a short projecting canopy over the entryway. The body of the building is two stories, basically unadorned with symmetrically placed windows, and the cornice is a simple dentilated brick pattern with a metal cap.



Fig. 9. Tripartite pattern used for Spofford Hotel [ca. 1920].

A commercial building that adheres to the idea that "form follows function" would be the Roman Theatre. The theatre has been sensitively rehabilitated by the application of an appropriate paint color on the masonry body of the building and good detail painting, especially on the multiple lobby entry doors. The series of lobby doors and marquee clearly indicate "theatre."

Some of the best examples of the 25 foot historic pattern include the Frank Church Building (The Flower Shop) at 26 N. Broadway, the W.R. Hall Building (The Cotton Cookin' Shirtworks) at 113 S. Broadway, and Byrne's Plumbing Shop (Taffy Pantry) at 108 S. Broadway. The two buildings immediately south of the Taffy Pantry, Miyer Filomino Tin Shop (The Cubbyhole) at 108½ and the Montana Bakery (C-Mor Real Estate) at 110 S. Broadway exemplify appropriate rehabilitation of wood fronts smaller or wider than the 25 foot



Roman Theater



Flower Shop



Cotton Cooking



Taffy Pantry

Cubbyhole

C-Mor Realty

Fig. 10. Examples of good rehabilitation in Red Lodge.

module respectively. These retail businesses have capitalized on the original architectural designs to maximize the aesthetic impact of their historical rehabilitation.

Not all buildings in the downtown are commercial. The public buildings were generally constructed with setbacks from the property line that created park-like landscape areas. The four public buildings in Red Lodge, the Court House Annex (originally a hospital), the Court House, the City

Hall, and the Carnegie Library follow a scaled down civic style customary to high-styled governmental buildings. With the exception of City Hall the other buildings can be described as classical revival style, while City Hall uniquely embodies the work of the local craftsmen. It may be no surprise that its type of architecture is called the "Craftsman Style."

These two building types, the three-part commercial and the detached civic buildings along

with minor variations, comprise the historic design development of the district. Specific variations within these patterns are discussed with more detail in the Block-by-Block section, and include photographically reduced examples of proposed designs.

The original design examples are drawn to 1/8" scale for each of these buildings, and are on file at the Carbon County Historic Preservation Office at the Court House Annex in Red Lodge, and at the SHPO in Helena.

THE CHANGING STREETScape

The Red Lodge business district is the heart of the city. It serves as the trade and social center for the community. It reflects the economy of the area and the attitudes of the people. Although a business district may be bonded together by an imaginary boundary and may be thought of collectively as "Downtown," it actually is made up of individual property owners, with their own interests and particular needs for the businesses. In Red Lodge this individuality respects and interacts with the historic tradition of the city. The people of Red Lodge recognized the value of their historic resources and demonstrated a collective effort by nominating their commercial district to the National Register of Historic Places. They achieved their first goal toward preservation and unification on April 14, 1983, when the District was listed in the National Register. The National Register designation confirmed that historically significant buildings remain in downtown Red Lodge, and are worth preserving.

The major portion of buildings in this commercial district were built around the turn-of-the-century. As in many other western cities, the business district has a variety of buildings with a concentration of two-story masonry buildings that reflect its prosperous beginning. The western states developed their own style of architecture, commonly known as Western Vernacular. States settled in the late 19th century, like Montana, were populated by diverse ethnic groups. The foreign-born carpenters and masons brought with them

their old country crafts that, when blended with other nationalities and building traditions, influenced the direction of architectural style. Craftsmen developed their own way of doing things in the new world, and adapted the catalogue designs called "pattern buildings" which were in use during the period that Red Lodge was constructed. Due to the relatively few years of construction, 1893-1920, the basic patterns and styles of most of the buildings have a strength of continuity.



Fig. 11. Bird's-eye view of Red Lodge downtown [ca. 1920s].



Business Section, Red Lodge, Montana

Fig. 12. Early 1900s. Compare upper facades and cornices with current photo below. Note simplicity of signage.

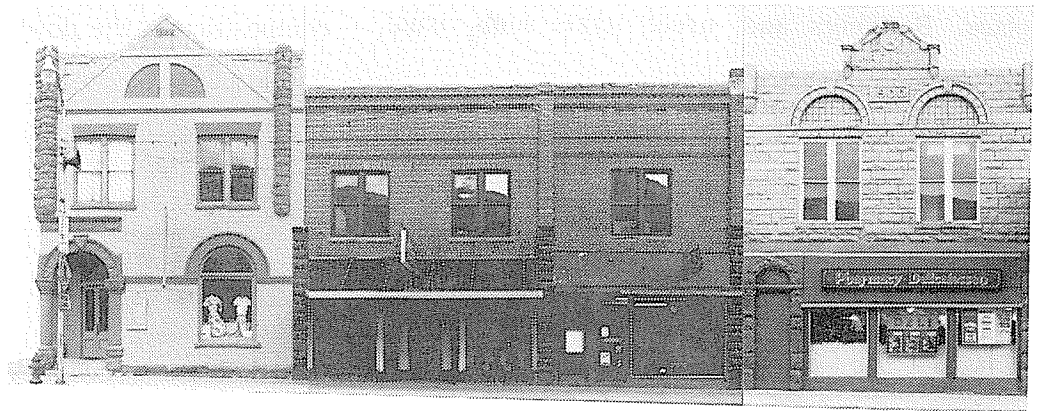


Fig. 13. 1986. Upper facades show excellent integrity.

Over the last eight decades these buildings have served each new businessperson as his place of propriety, adapting to new uses, and undergoing the changes that the owners thought were needed to best keep up with the times. The era's fashion and building technologies influenced the way the architectural alterations were done. Original facade designs were disguised behind wood sheathing, aluminum paneling, new paint, mod-

ern signage, or in an extreme case, a complete structural alteration of the facade. Now, rather than having a commercial district with continuity of style, we have a wide variety of unrelated facade treatments that range from masonry to rock veneer, asphalt made to look like brick, asbestos shingle siding, ribbed aluminum cladding, and barnwood, all creating a visual hodgepodge. Although the years of change have altered the

streetscape of Red Lodge, its historic character can still be sensed. Most second-story facades appear as they did when they were built. Compare and note the high degree of integrity still visible in the upper facades shown in Figures 12 and 13.

In the earliest photograph the buildings are the most prominent feature; signage is subtle and simplistic. Projecting signs are small in size and scale. Awnings added a human scale to the buildings, that created a third dimension in the streetscape. The five-globe street lights were a prominent ornamental element that bridged the gap between the grand scale of the two-story masonry buildings and the low, intimate projections of the awnings.

With the advent of the automobile an era of sign competition began. Signage was moved higher on the facades, and projected further to be seen at greater distance. They became more prominent and more ostentatious, presumably to compete with the faster pace of traffic. With the increase in both the quantity and size of business signs, a significant visual change in the streetscape took place. Buildings and street lights lost visual

prominence to signage.

Even with the increase in numbers, size, and elevated placement on the facade, there was still (ca. 1941) a common denominator in the style of the signage. If we study the composition of the facade, we note that the original character has basically survived the first four decades intact. Transom glass remained an important functional and design element. Awnings continued to give the pedestrian a sense of protection and added human scale to the sidewalk.

The 1986 photo shows the current condition of the streetscape. Here signage has progressed to colossal proportion and elevation on the facades. The sign can completely overpower the facade. With prefabricated and catalogue-order sign boards, the thread of continuity in size and style is gone. The historic street lights are gone, replaced in the 1950s by high mast pole lights that do not have the human scale as did historic street lights. A majority of the awnings are also missing. Lower facades and transom areas have not fared so well in the last four decades. The continuity of original composition of the downtown has given way to a



Figure 14. Broadway looking south [ca. 1940s]. Signs have continuity, facades still retain integrity.

haphazard applique of a variety of materials, which create a variety of new styles—wild west, frontier town, Bavarian, bizarre, and comical. Only by close examination can the original character of Red Lodge be seen.

When considering recapturing the original character, we must not let the current condition discourage us. Rather, we can learn from our past, to restore and enhance the remaining integrity, remove false facades, repair broken transoms, and strip paint from solid oak doors to return them to their original state of beauty. The reversal process can be very rewarding. As each individual reworks his buildings, there will be a dynamic revitalization of the historic streetscape.

Only by working together can building owners regain a human scale of the streetscape. By utilizing sympathetic signage, appropriate awnings, facade rehabilitation, and the reinstallation of historic street lights, Red Lodge can revive its rich turn-of-the-century character and demonstrate its community pride in tradition and quality. While other cities continue on their disjointed course toward aesthetic chaos, Red Lodge can

emerge as a city confident in its historical character, with a strong sense of future goals and direction.

EXISTING CONDITION ANALYSIS

All buildings need maintenance. We conducted an analysis of each building to determine both the maintenance needs and the integrity of the historic features. These existing condition analyses were the initial tool used by the architects in the design decision-making process to determine an appropriate economic approach for the building rehabilitation. The following is an example of an existing condition analysis of the Spofford Hotel (Pollard Hotel).

Copies of the existing condition analysis reports are available to the property owner at the Carbon County Historic Preservation Office.

The existing condition analysis should be considered an aesthetic guideline and used in conjunction with the Block-by-Block Design to understand the design proposals for each building as presented in this plan. The analysis also points

Continued on page 13



Fig. 15. Broadway looking south, 1986.

Block No. 30 Lot No. 11, 10, 9, 8, 7 Orig. Plat, Red Lodge, Mt.
 Street Address 2 North Broadway
 Historic Building Name Spofford Hotel
 Current Building Name Pollard Hotel
 Current Building Owner Virgil Braden

SUMMARY: Good historic integrity; inappropriate color scheme, entry and window alterations.

GENERAL NOTES

- A. Address decal in transom
- B. Building has had extreme alteration
- C. Signage is of no compatible design
- D. Building lacks significant entrance
- E. Rear parking area needs definition
- F. Unphotographed facades need stabilization and paint as specified
- G. Lights on side of building are out of scale

SPECIFIC NOTES

- 1. Etch, prime, paint new galvanized cornice cap, caulk as required
- 2. Prep and paint original metal shaped cornice
- 3. Repoint building as required (all)
- 4. Remove and replace all spalded brick as required, patch areas
- 5. Prep wall surface, paint (color cattails)
- 6. Remove and recess all infill panels, replace as required; min. 4" recess; 6" max.
- 7. Paint all windows and sash



paneled glazed

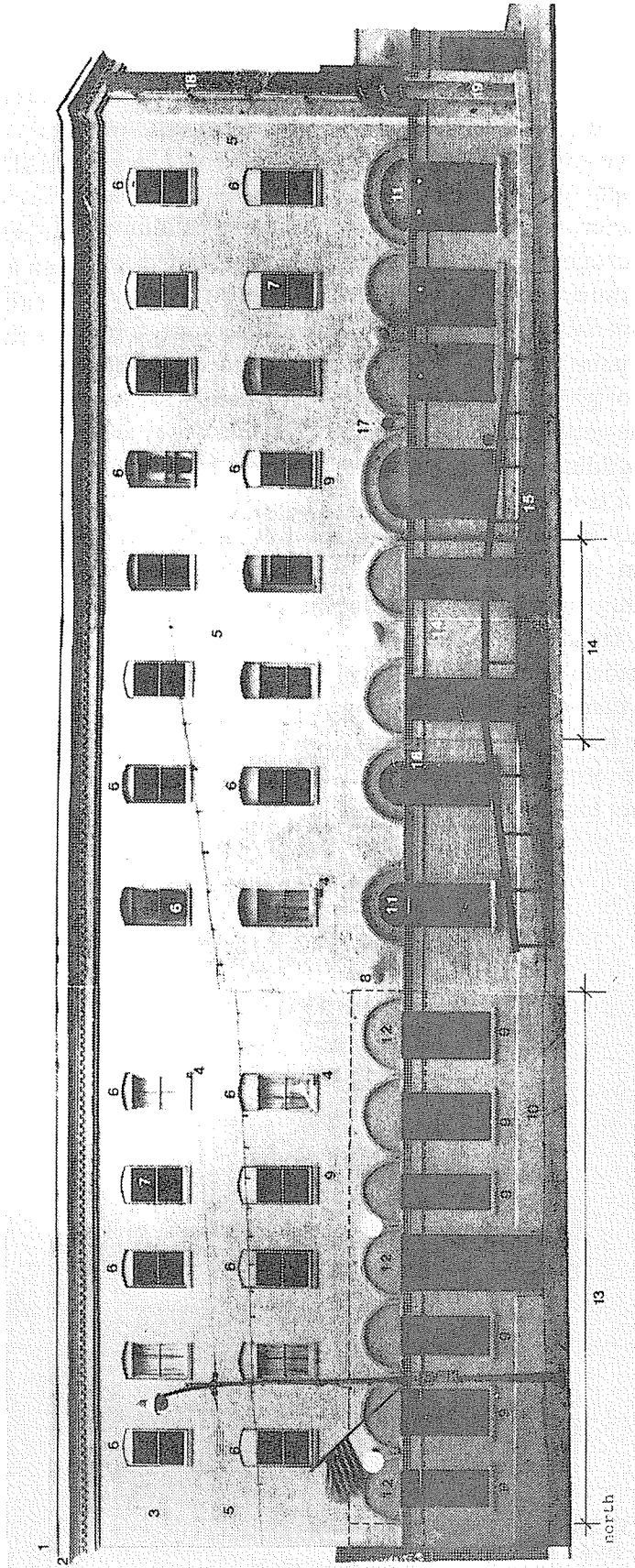
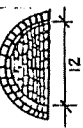


Fig. 16. Existing condition analysis, Pollard Hotel

Block No. 30 Lot No. 11, 10, 9, 8, 7
 Street Address 2 North Broadway
 Page No. Two

8. Remove and reinstall lights, redesign lighting
 9. Paint stone sills, sandstone color
 10. Cement grout float base, paint base
 11. Paint recess to give arched window effect
 12. Optional: remove horizontal brick infill and lintel;
 panel with MDO, recess
- 
13. Awning
 14. Rework entrance
 15. Remove and redesign sidewalk ramp
 16. Caulk and paint J. box cover
 17. Paint fire alarm
 18. Remove existing sign, redesign signage for building
 19. Rethink steel box columns, redesign, disguise?
 20. Remove structure over stairway, relocate stairway, salvage?
21. Remove vent (see 11th St. entry)
 22. Design 11th St. entry area
 23. Landscape this area (remove grass)hide transformer box
 24. Paint transformer box
 25. Paint stair (fire escape)
 26. Paint all steel doors
 27. Remove and replace parapet wall
 28. Paint block building
 29. Redetail parking area
 30. Develop rear entrance/service to hotel-ciub-kitchen-bar

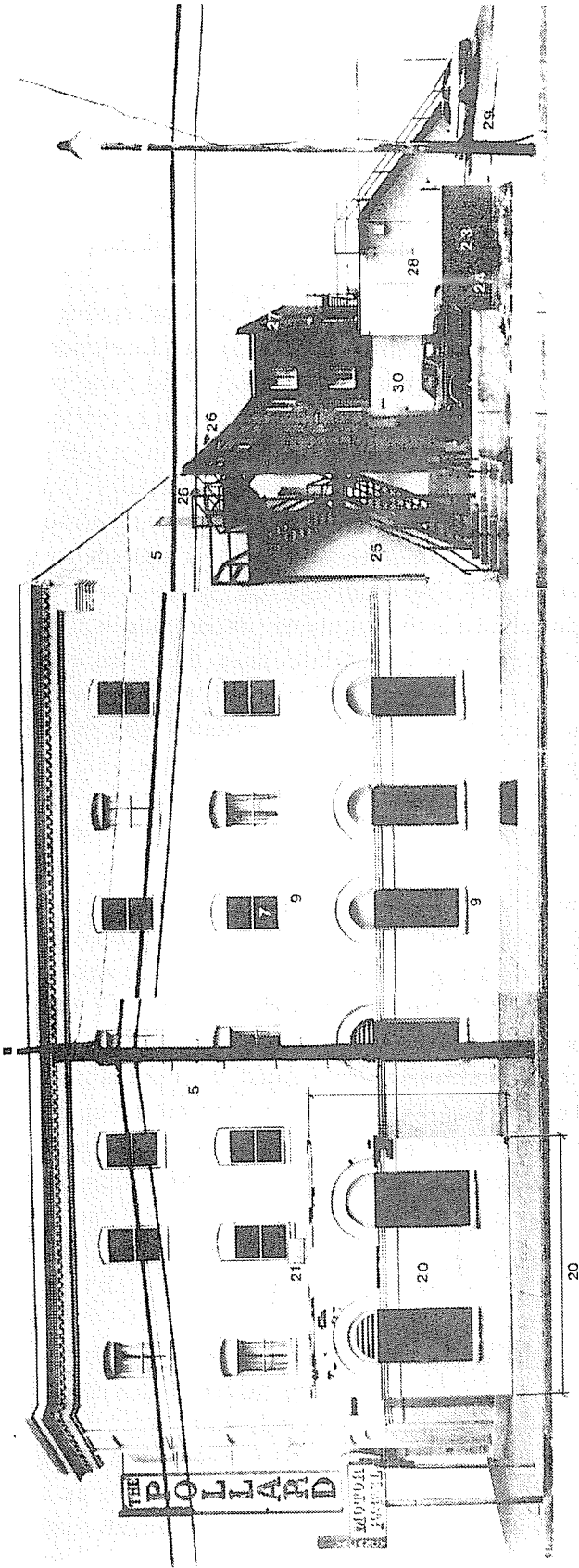


Fig. 17. Existing condition analysis, Pollard Hotel

out areas that currently need maintenance. Repairs, however, need not be limited to the notes on the survey form. Whether the building is made of wood, stone, brick, or a combination of materials, it is essential to have a continuous maintenance program to protect the structure from elements that are constantly working to deteriorate the building. Often an owner will neglect to do preventive maintenance until a serious problem develops. The roof that needed maintenance and patching three years ago has developed into a major leak, ruining the plaster and paint or causing the wood to rot or the foundation to settle. Minor problems, if addressed early, can prevent the major problems and expensive repairs the owner would face later. Routine maintenance can reduce or even eliminate major structural expense and will extend the buildings' life span.

Maintenance is the timely use of common sense. The first priority for maintenance lies with the building enclosure. A building with a solid foundation and a well-maintained exterior skin that protects it from nature's elements, has an excellent chance of providing good service for an indefinite period of time, (providing no catastrophic events—earthquake or fire—destroy its structural integrity).

A general maintenance plan can be applied to all structures regardless of the type of construction. The following notes address some of the critical maintenance areas of every building:

Roof: A water-tight roof must be maintained. Built-up roofs and shingles have limited life-span. Annual inspection of the roof to check for deterioration can prevent future problems. Maintenance dollars spent on roof repair are dollars well spent. An architect, general contractor, or roofing contractor should be consulted for your annual inspection.

Exterior Walls: Brick and stone walls need periodic repointing when the mortar joints show signs of deterioration, especially on parapet walls that receive the most severe exposure. If a brick building has been painted, the paint can act as a protective barrier and may be a better finish than the brick itself. Painted brick buildings should be

repointed when necessary and then painted with high-grade exterior latex. The latex paint provides the needed protection but allows the brick to breathe. Latex paint has some definite advantages over oil base paint. One extremely important advantage is bonding. Flat latex paint will bond better on a masonry or previously painted substrate, where oil paint will have a tendency to peel if the substrate is wet, dirty, or lacks proper preparation. Latex also has better color retention. Unpainted masonry buildings should remain unpainted and brick and stone should never be sandblasted. Sandblasting destroys the surface of the brick. Low-fired brick develops a hard surface during firing while the interior portion of the brick remains soft. Once the brick has been sandblasted this protective surface is removed, exposing the soft interior to the elements, and causing rapid deterioration.

Wood should remain well painted or sealed at all times. If the paint or sealant has been worn off and raw wood is exposed, the rate of checking, cracking and deterioration increases. Raw wood should be primed with an oil base primer and then covered with multiple coats of high-grade exterior latex. Badly weathered wood should be scraped, sanded, and thoroughly covered with an oil base primer before painting.

Metal: Metal flashing and cornices need attentive maintenance. Areas that have a tendency to collect debris should be cleaned annually to prevent dirt and debris from trapping moisture and rusting the metal. All seams should be inspected and caulked with high-grade caulking to prevent moisture from seeping into the building. All paintable metal should be kept painted at all times. Good metal preparation entails removing all loose paint, rust, dirt or oxidization. Sanding existing paint that is to be repainted is a must. A good primer, like zinc chromate for aluminum, and high-grade enamel top coats will give the best service. Be sure galvanized metal has been etched with vinegar or an etching solvent prior to application of primer. Consult your architect or contractor for further information.

Joints and Connections: Joints and cracks that

allow water to penetrate the exterior skin should be caulked with high-grade architectural caulk and painted with an exterior latex paint.

Gutters: Water from rain and snow melt can be very detrimental to the exterior surface and the foundation. Proper rain gutters and exterior grades sloping away from the building are essential for draining water away. Grade slopes of at least 1/4" per foot are recommended.

Windows and Glazing: Older buildings with wooden windows typically were glazed with a glazing compound. This material has a limited life-span that eventually becomes brittle and cracks. Windows with this type of glazing must be reglazed and kept painted. This maintenance will keep the moisture from working its way into the sash and eventually destroying the window.

MAINTENANCE SUMMARY:

Maintenance of a historic structure requires a good maintenance plan that not only uses the appropriate materials but also uses the proper techniques. The U.S. Department of Interior publishes bulletins entitled "Preservation Briefs." These bulletins cite specific maintenance techniques for historic structures and are available through the Carbon County Historic Preservation Office or the SHPO in Helena. Prior to beginning stabilization or maintenance the owner or his consultant should be familiar with these "briefs." This initial research could alleviate doing work that may be harmful to the physical integrity of the building.

ENERGY AND THE OLDER STRUCTURE

Coal was quite inexpensive in Red Lodge at the turn of the century and our ancestors could stay warm at an affordable cost. The times have certainly changed. In recent years we have become acutely aware of the high cost of energy and of the energy inefficiency of our buildings. Current technology has significantly improved our ability to reduce heat losses in new construction, but is it

economically feasible to apply these techniques to historic structures?

If you have a historic structure that is an excessive energy eater, you may want to have an energy audit done by the power company or an energy consulting firm. Such an audit will identify areas where significant heat loss occurs, analyze the efficiency of the heating system, and recommend measures to address identified problems.

Let's examine a typical building in a commercial setting. It is exposed at the front facade, the back facade, and the roof, with a common wall on each side that is shared with a neighbor. Heat loss occurs at all points of the building envelope, especially through the roof and by infiltration.

The following are some typical problems and solutions for improving the energy efficiency of historic structures:

Problem— The building roof is a flat but sloping roof with decreasing attic space toward the alley. There is no insulation in the attic.

Solution— This is your most critical area of heat loss, but prior to spending money to insulate this space make some crucial assessments: check what type of wiring is in the attic; knob and tube wiring do not meet current code, and covering this wiring with insulation could be a fire hazard. Consult your local fire department, building inspector, or architect before beginning work. Prior to installing the attic insulation an analysis of the roof structural system would be advisable. Added insulation in itself is not a serious load problem, but lack of heat transmission through the roof could drastically reduce snow melt, which in turn will result in increased snow load. Red Lodge is prone to heavy snow loading. Consult a structural

engineer to analyze the problem prior to making this improvement.

Problem— The walls are uninsulated masonry-bearing walls; will it help if they are insulated?

Solution— If the walls are a common party wall and adjoin an occupied heated space, insulating the sidewall may be of little value because your neighbor's heat will be transmitting to your space as fast as your heat is moving toward your neighbor. However, if the masonry wall projects uninterrupted above the roof, all the heat absorbed by the wall is transmitted to the outside through the top of the wall. In this case insulating the interior walls will provide a thermal break and reduce energy cost. Where the wall is exposed to the outside, insulation is a must, either interior or exterior depending upon aesthetic restraints. Consult your preservation architect or the SHPO office for advice prior to making that decision. Inappropriate energy retrofit may disqualify you for valuable tax credits.

Problem— The ceilings are high.

Solution— Good insulation on exposed surfaces and in attics of second floor space will help prevent heat loss. Lowering the ceiling with a dropped suspended ceiling does very little to cut energy costs. In a two story building it is of little or no value, and is a waste of dollars that could go into other energy saving improvements. Instead of dropping the ceiling try the old-fashioned ceiling fans to destratify the air

and push warm air back to the floor, or compartmental insulation between the first and second floors. Insulation between floors can benefit in two ways: it reduces heat transmission from the first floor to the second floor; it reduces sound transmission. The latter can be especially valuable if the second floor space is occupied by tenants and the main floor by a business.

Problem— The storefront has a substantial amount of glass that is single plate glass 1/4" thick.

Solution— Depending upon budget and window display constraints there are several approaches: If the glass is in good shape and the budget is low, the window should be checked for air leakage and caulked. Drapes and blinds are extremely effective to reduce heat loss and can be lowered at night and raised during the day. However, this system has a tendency to develop ice buildup on single pane glass unless sufficient air movement and sunshine hit the window during the day. Replacement of the single plate to double or triple pane will give the best results.

The historic glazing patterns should be identified in historic photographs and every effort should be made to retain the original window proportions during an energy retrofit. If there are no alternative glazing solutions, solid insulated panels that match the historic glass patterns could be fitted. These panels then can be painted in deep near-black colors to simulate the old glazing patterns.

Problem— Cold air infiltration around doors and windows.

Solution— Second-floor windows, especially original single-pane/double-hung windows tend to have high infiltration. Tight-fitting storm windows installed with weather stripping can solve some of the problem, but storm windows can require annual installation and are extra maintenance. An alternative to the exterior storm windows is an interior storm window that may be equally effective and more easily maintained. Good glazing compound in the double-hung window is essential. Highest priority should be given to repairing the original windows first. If this is not possible, another solution is a replacement retrofit double-hung window that has been manufactured to duplicate the original window. There are a few major residential window manufacturers that offer this service at a surprisingly reasonable cost. The new window installs very easily, and has all the thermal, operational, and low-maintenance features of the best windows available for new construction.

Doors should be repaired to fit snugly. If repair is not feasible, they can be retrofitted with an appropriate replacement having up-to-date weather stripping. When original wood doors are retained, new weather stripping and door refitting is often necessary to achieve the proper clearance at the jambs and threshold to ensure a good seal.

On April 17, 1985, the Energy Division of the Department of Natural Resources conducted an

energy audit of several building types in the Red Lodge Historic District and came up with a number of specific recommendations. A copy of that audit may be obtained from the DNRC or may be reviewed at the Carbon County Historic Preservation Office.

In conclusion, energy retrofitting historic structures is feasible and cost-effective if approached in a systematic manner. With proper thermal retrofitting and an efficient heat plant, a historic structure will perform as efficiently as new construction. When retrofitting an existing building one can save the cost of constructing a new structural envelope, which usually is 20% of the construction budget, and possibly qualify for valuable tax credits, plus the building would have a historic character.

THE NEW RED LODGE: BLOCK-BY-BLOCK ANALYSIS AND DESIGN PROPOSALS

The Red Lodge Commercial Historic District is not a main street frozen in time. It is a city alive, proud of its tradition, a city that is able to recognize the importance of its past, present, and future. It holds dear those elements from each period that symbolize its progress.

The simplest rehabilitation design approach is to discover the original beauty of the building. This is best achieved by studying historic photographs and comparing them to the existing building to determine the progression of alterations to the facade. Once the analysis of what remains is complete, an appropriate design for rehabilitation can be determined. The decision may be to return to the original facade, or perhaps to preserve a major rehabilitation that occurred in the 1930s and is the most cost-effective style to restore. Whatever the evidence suggests, the approach is one of honesty generated by the building itself. Imagine how the Italianate style stone mason would cringe if he were to return from the past to discover his beautiful masonry hidden beneath a barnboard or wild west facade. Montana has traditionally been a place of honesty and integrity, where people are friendly and sincere. This same

code should apply to our image as projected by our buildings. The feeling that is evoked by looking at historic photographs lends credence to this approach. The buildings are the prominent feature, yet they relate to the human scale as described in the Changing Streetscape. It is from the evidence of the past that the block redesigns have been derived.

Included here are reductions of the architectural existing and proposed blocks. They begin with the existing block, which is a scaled photographic reproduction of the block as seen in 1985, and are followed by the proposed block redesign. (Due to the photographic reproduction process, the quality of the existing blocks has been substantially diminished. For better examples refer to the originals on file at the Carbon County Historic Preservation Office.)

Collectively, the rehabilitated district will portray the passage of time as a linear progression with a variety of period styles represented. Each

block's composition is unique to that block. The district builds from each end of town to the center where the highest concentration of substantial masonry buildings stand.

From the map we recognize that each block is comprised of different building types. There are two basic categories of construction—wood and masonry. Typically the masonry buildings indicate prosperity and a commitment to the permanence of Red Lodge. Wood buildings often are early period structures and usually do not occupy the heart of the district.

Even in a city such as Red Lodge, with a relatively small, five-block main street, there exists clear patterns of development and of proprietorship. Eleventh Street divides the district into North and South Broadway, and at this division we find the core of the district. Moving north, within two blocks we find a change from a high concentration of two story masonry buildings with no open spaces to a block with a combination

Continued on page 47



Fig. 18. The clean upper facades, historic streetlights, and low projecting awnings give a human scale to the streetscape and allow the buildings to be a prominent element.

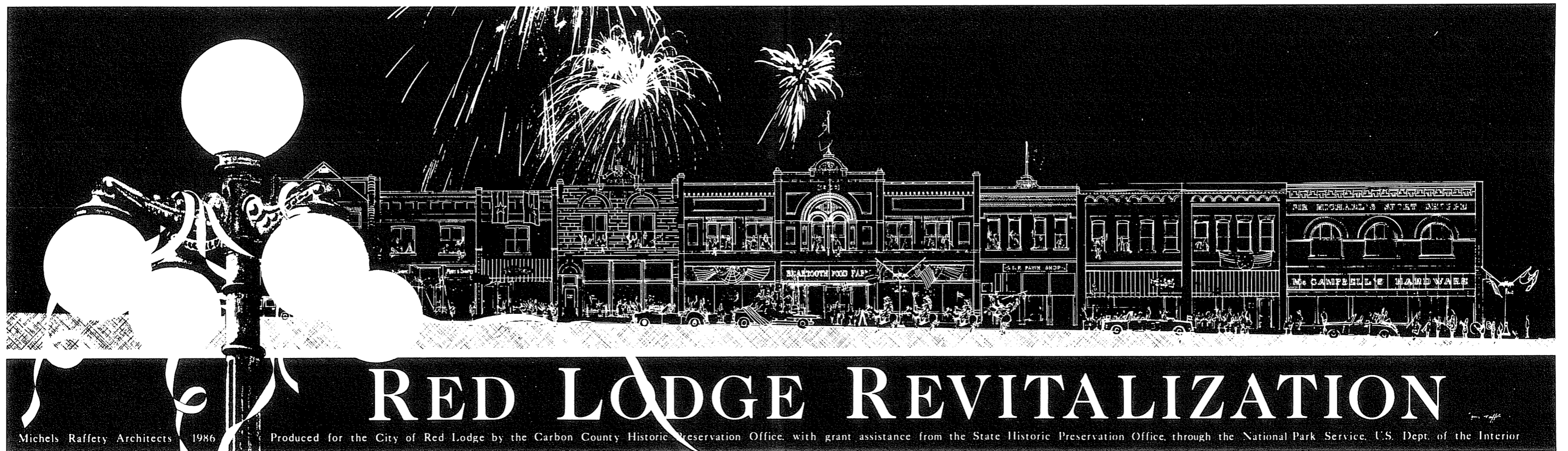
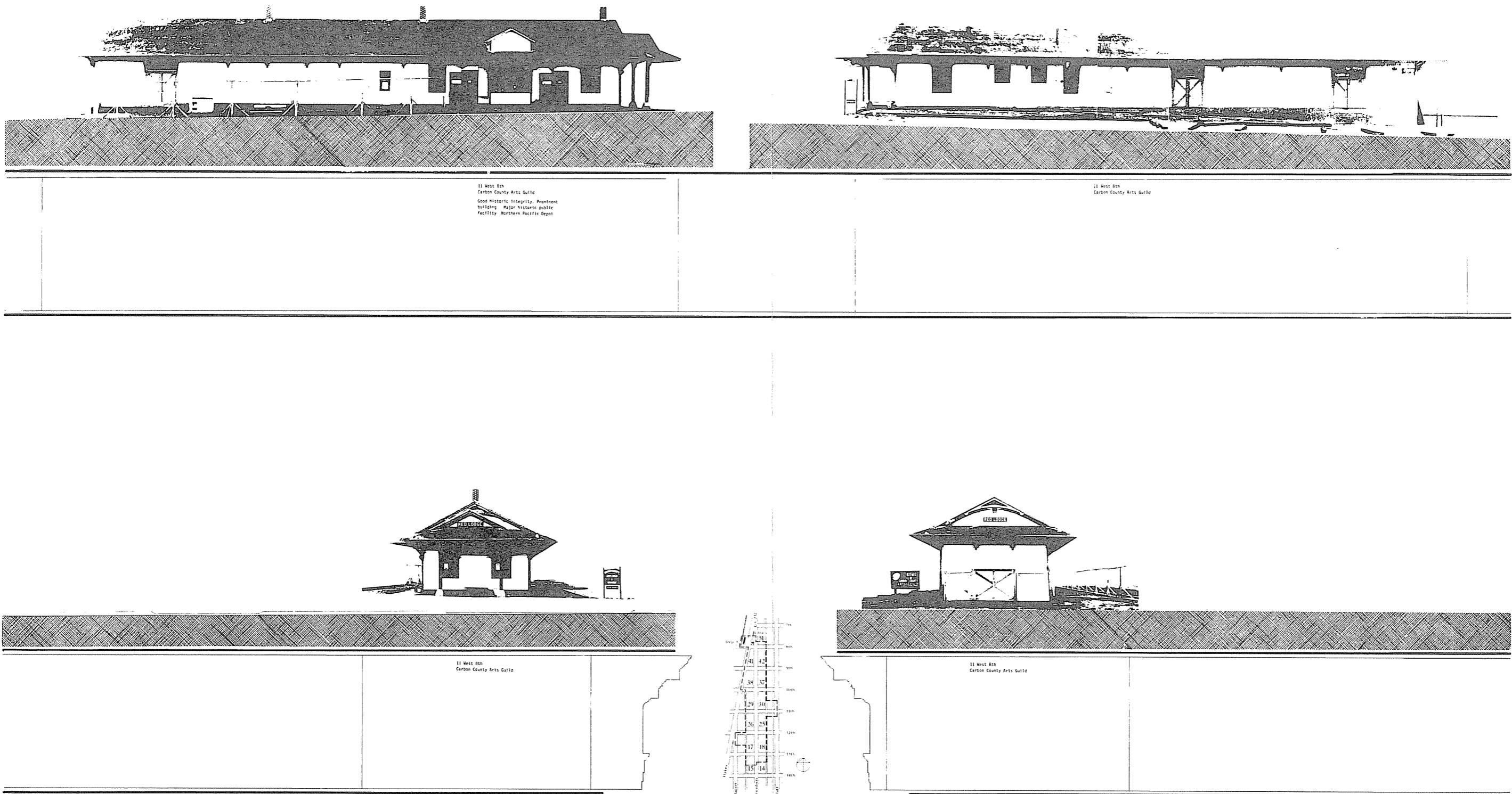


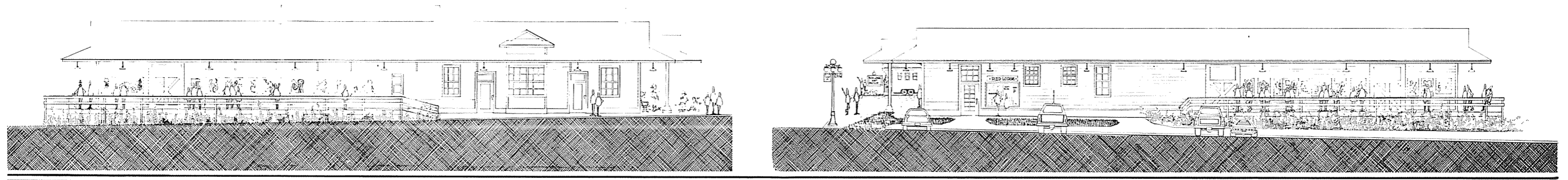
Fig. 19. Poster developed for downtown revitalization promotion.



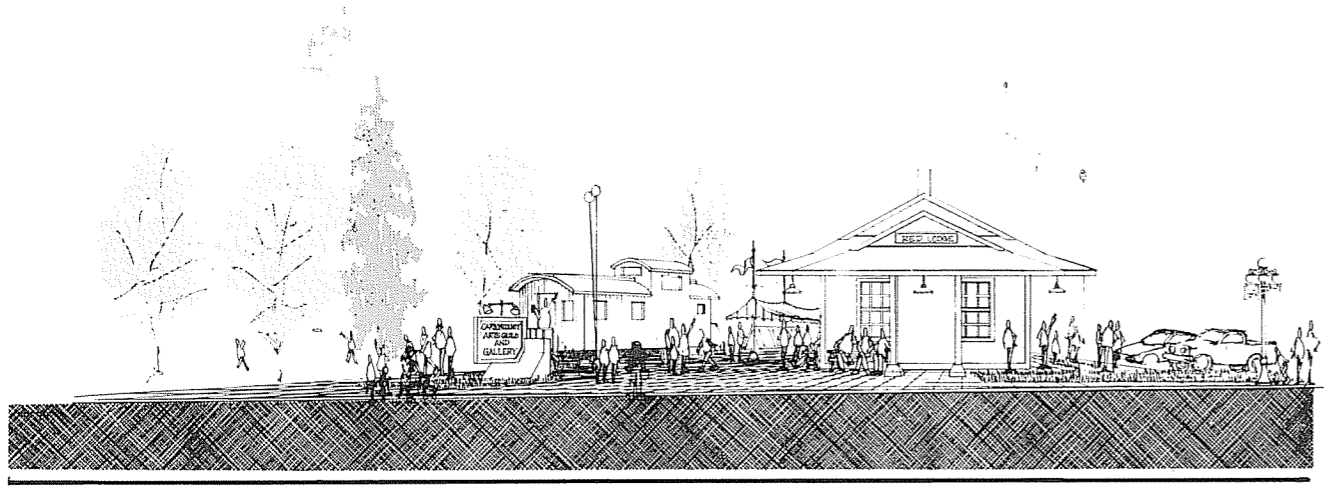
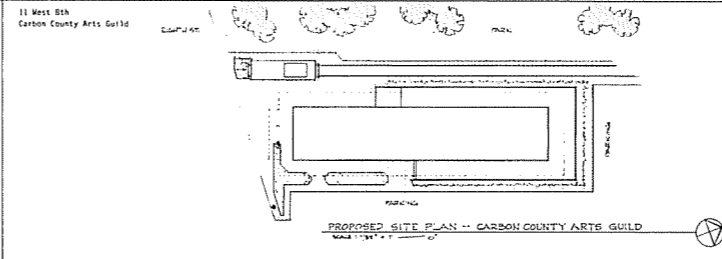
Existing Depot

Fig. 20.

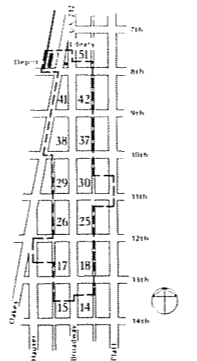
RED LODGE REVITALIZATION

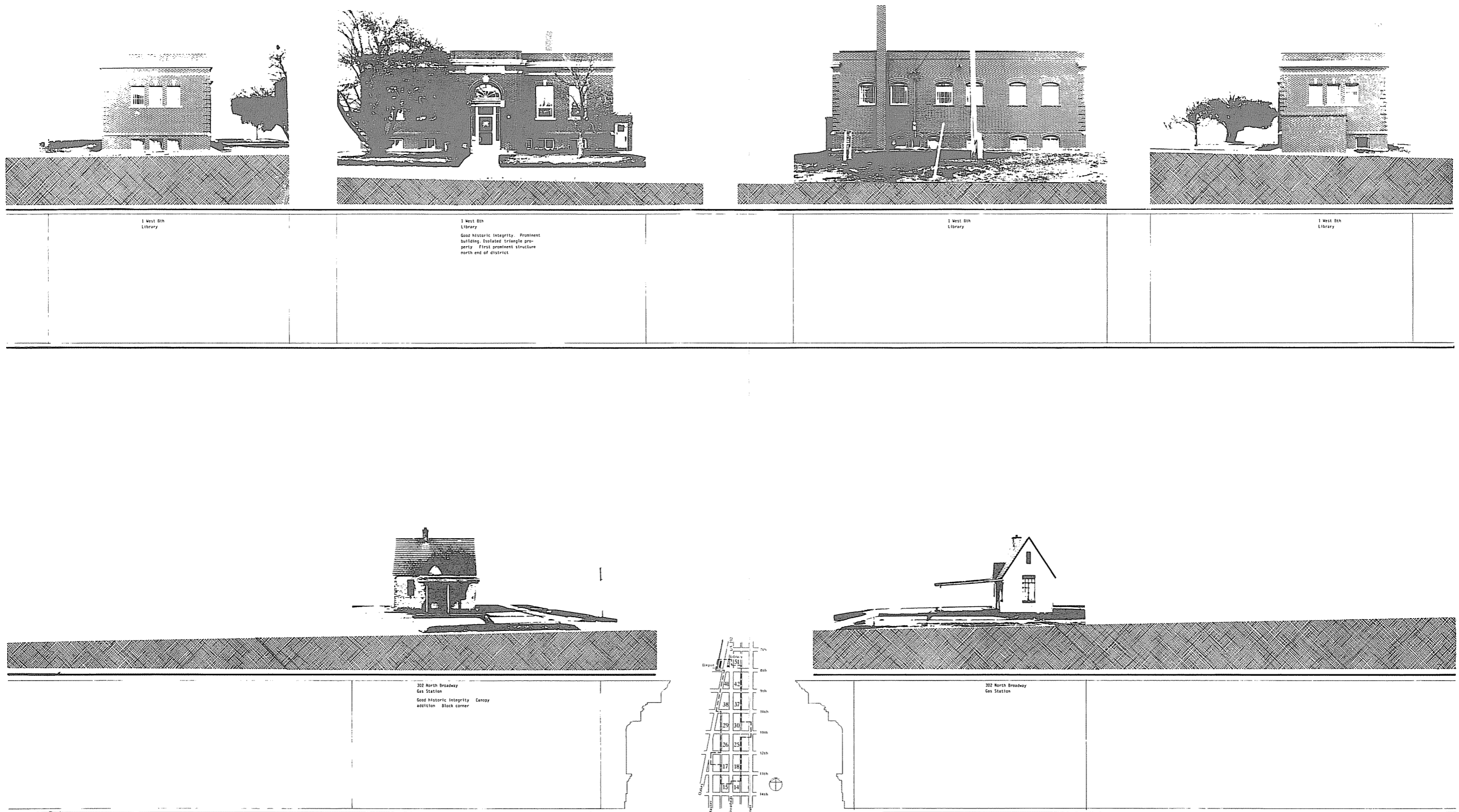


11 West 8th
Carbon County Arts Guild
Continue restoration in progress. Historic colors. Downspout Gables. St. entrance. Exterior eave lighting. New caboose to 8th St. Develop site in conjunction with adjacent park landscape. Illuminated from standing signage at 8th St. and northeast corner.



11 West 8th
Carbon County Arts Guild





Existing Library & Block 51

RED LODGE REVITALIZATION

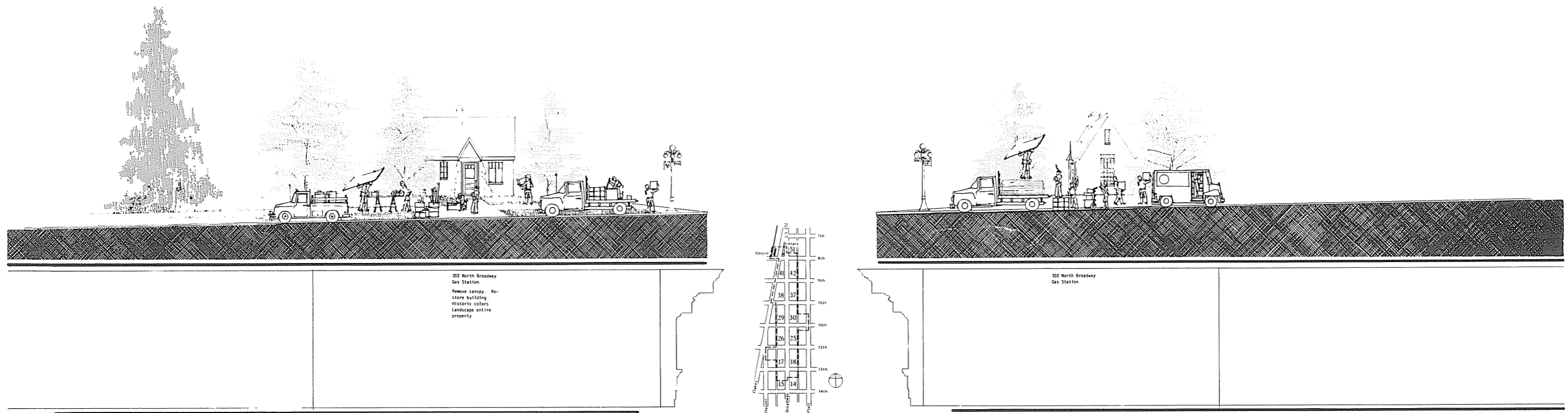
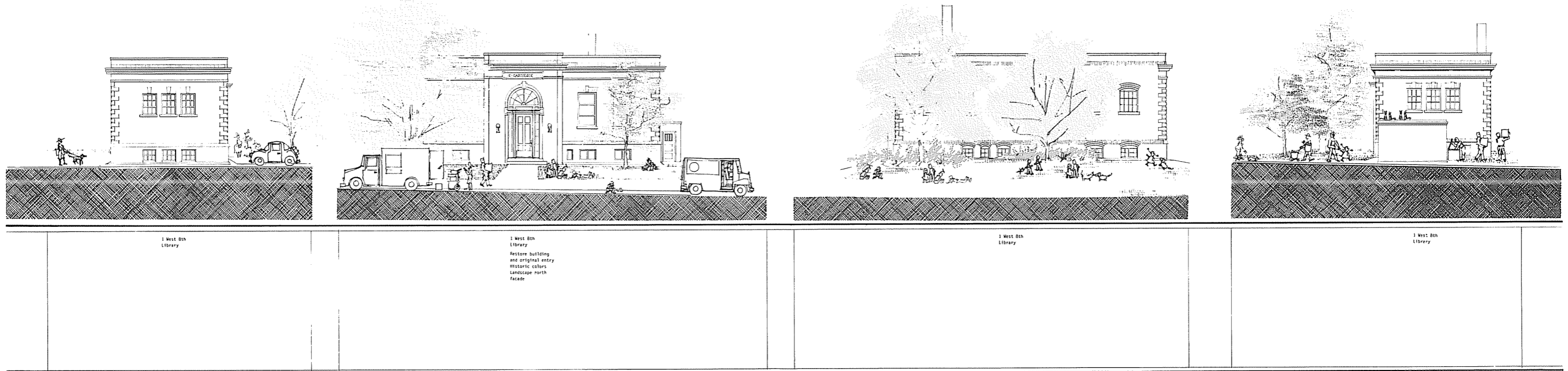


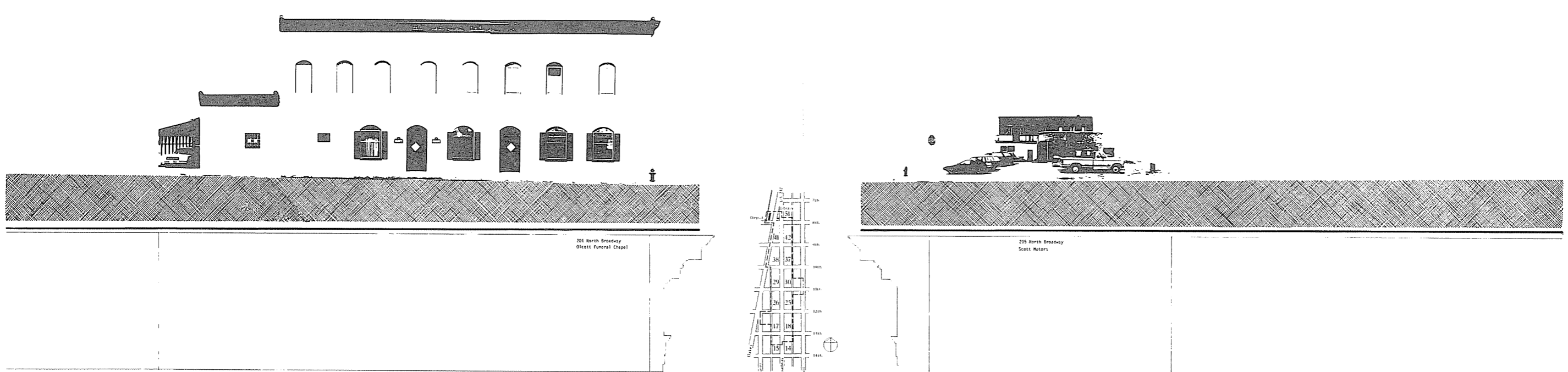
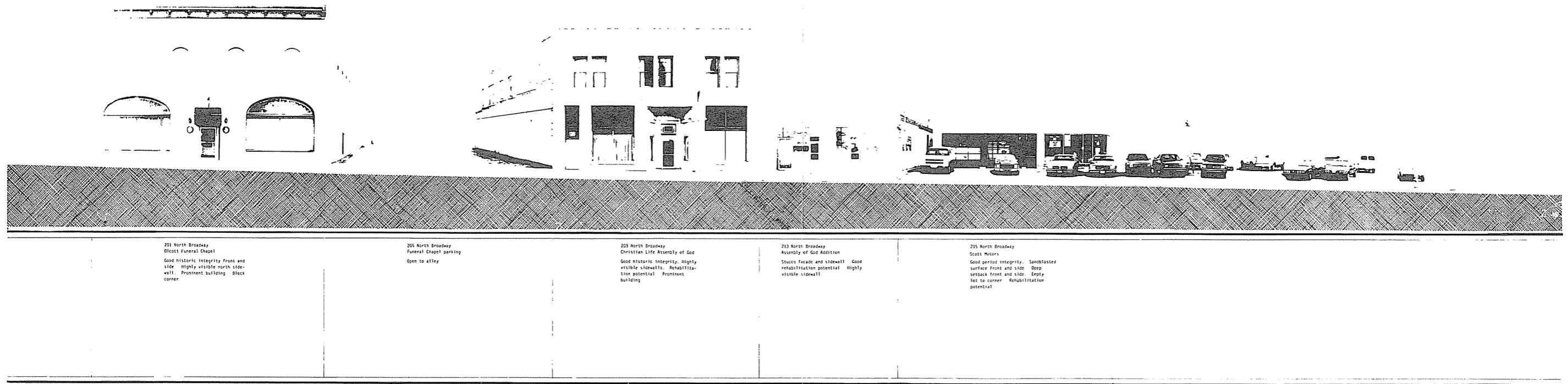
Fig. 23.

Proposed Library & Block 51

Michels Raffety Architects

RED LODGE REVITALIZATION

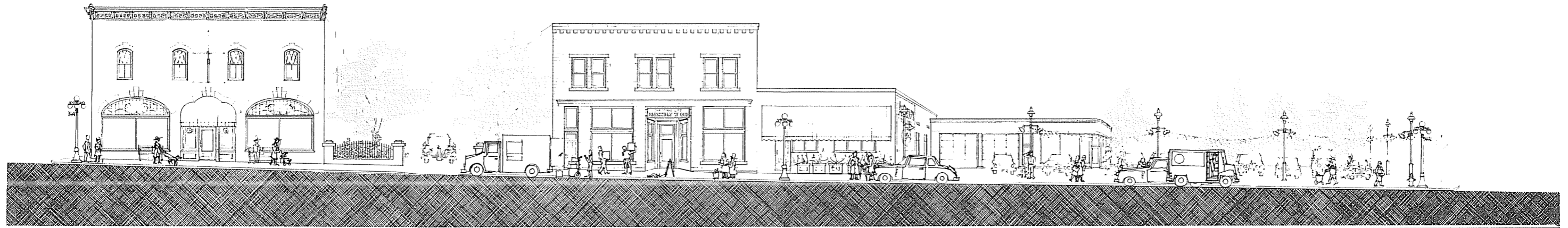
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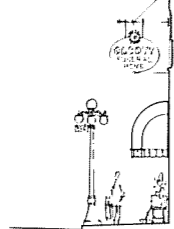
Existing Block 41

Fig. 24.

RED LODGE REVITALIZATION



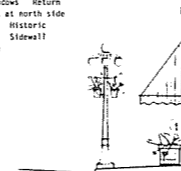
201 North Broadway
Olcott Funeral Chapel
Panel entry to imitate original. Replace storm window and doors. False front on carport at rear. Awning over entry. Historic colors. Projecting storage.



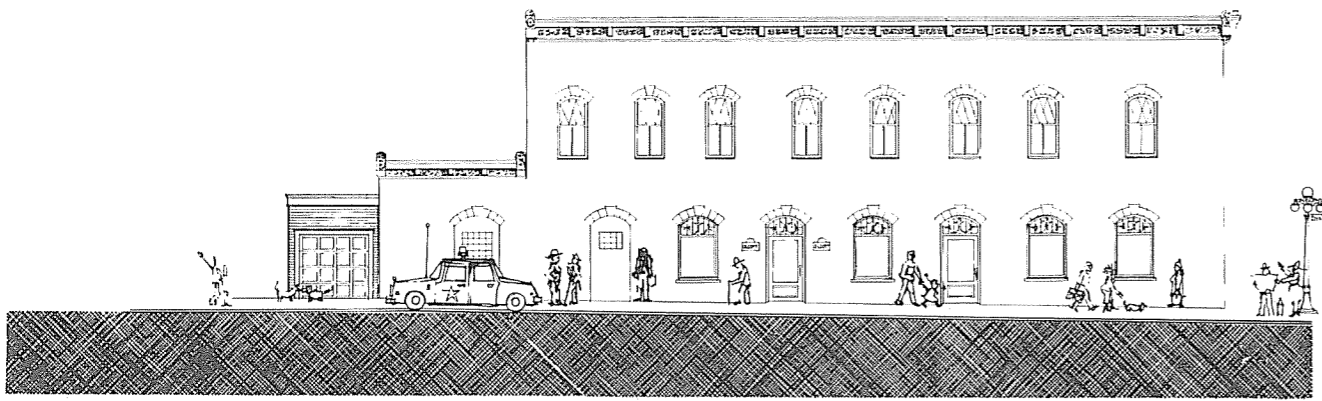
205 North Broadway
Funeral Chapel parking
Fence at sidewalk detailed as 201 N. Broadway. Trees behind building line.

209 North Broadway
Christian Life Assembly of God
Restore facade. Historic colors, front and side walls. Replace entry door. Signage in entry recess.

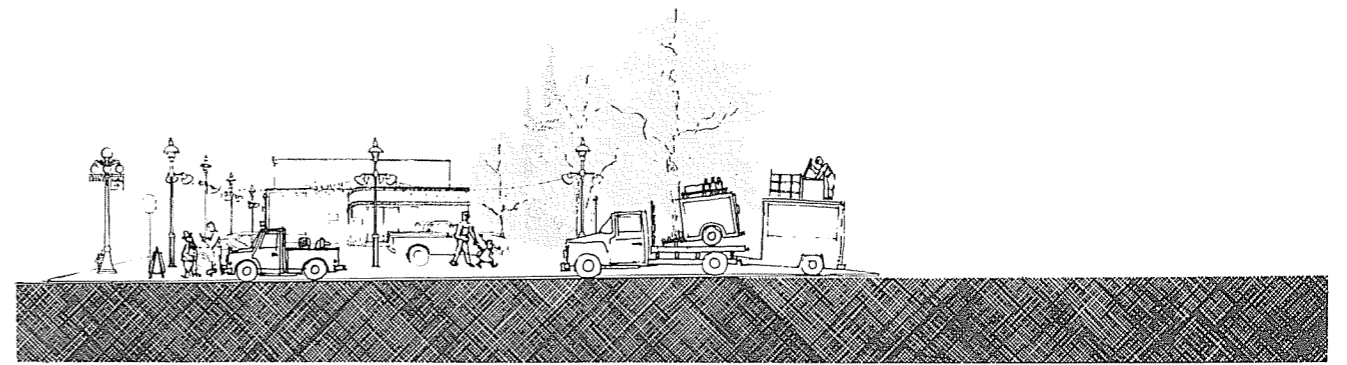
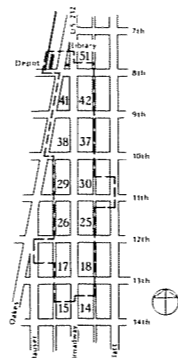
213 North Broadway
Assembly of God
Restore original door and windows. Return parapet at north side. Awning. Historic colors. Sidewalk signage.



215 North Broadway
Scott Motors
Paint entire facade. Period colors. Free-standing period lighting at sidewalk, front and side. Trees and landscaping at west property line. Signage 213 N Broadway sidewalk.



201 North Broadway
Olcott Funeral Chapel



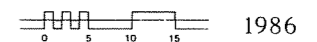
215 North Broadway
Scott Motors

Fig. 25.

Proposed Block 41

Michels Raffety Architects

RED LODGE REVITALIZATION



1986

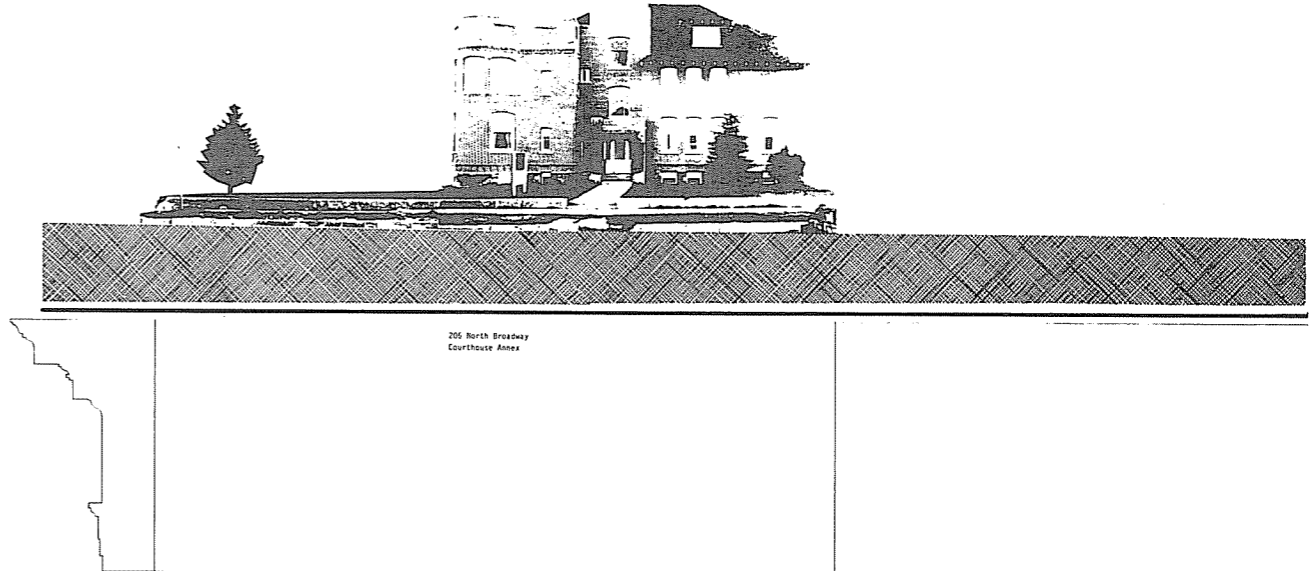
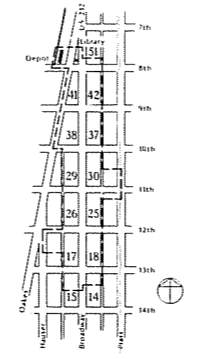
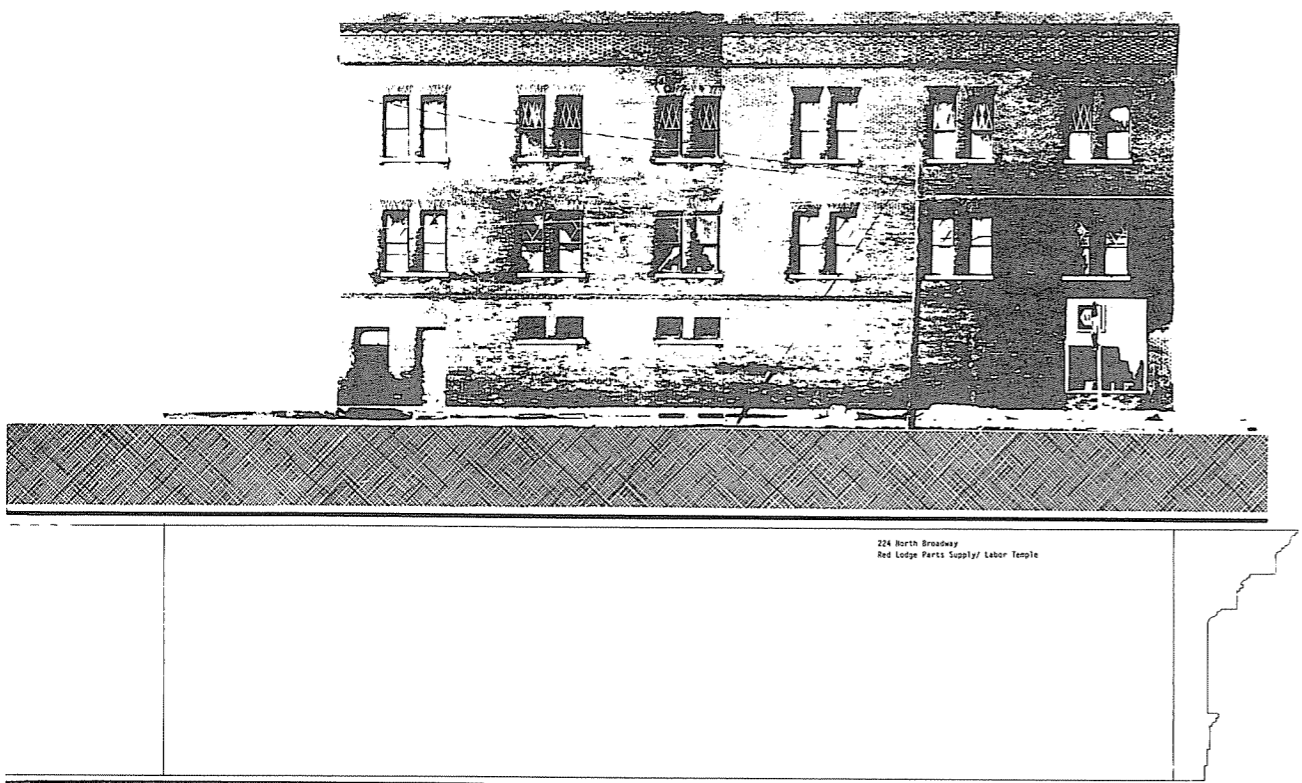
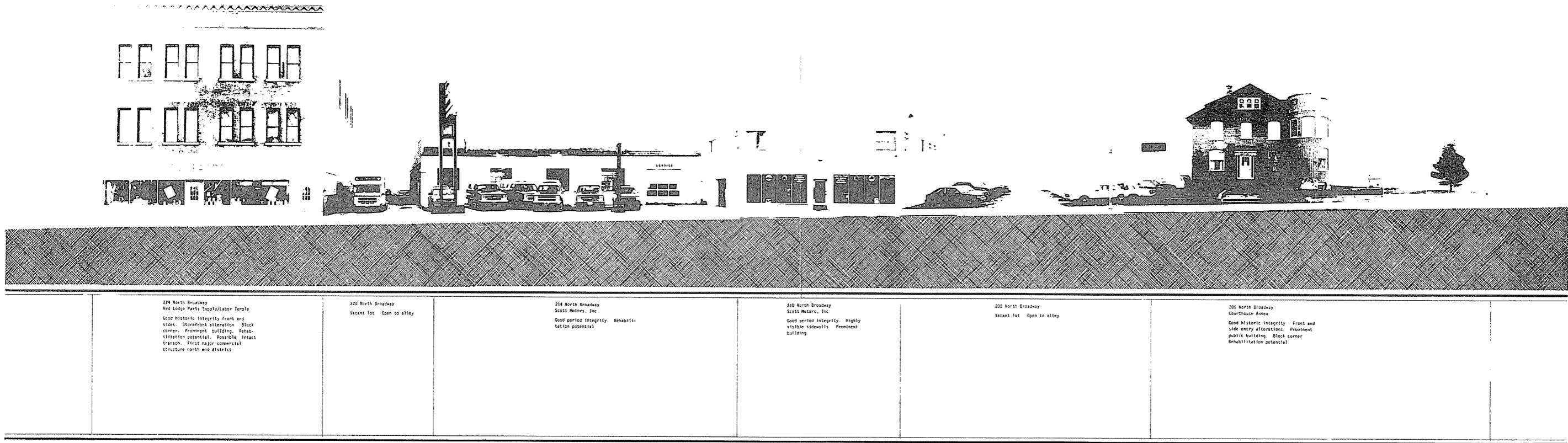
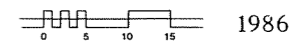


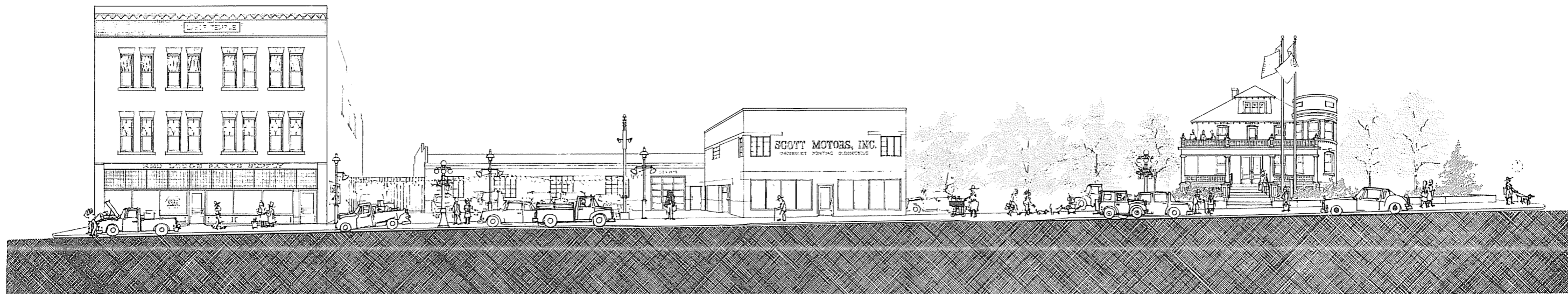
Fig. 26.

Existing Block 42

RED LODGE REVITALIZATION

Michels Raffety Architects

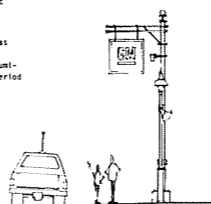




224 North Broadway
Red Lodge Parts Supply/
Labor Temple
Restore entire facade,
windows and entryways
Restore storefront
with transom. Historic
colors. Lintel and
window splay
South sidewalk signage

220 North Broadway
Fence at 710 N. Broad-
way building line
Historic colors

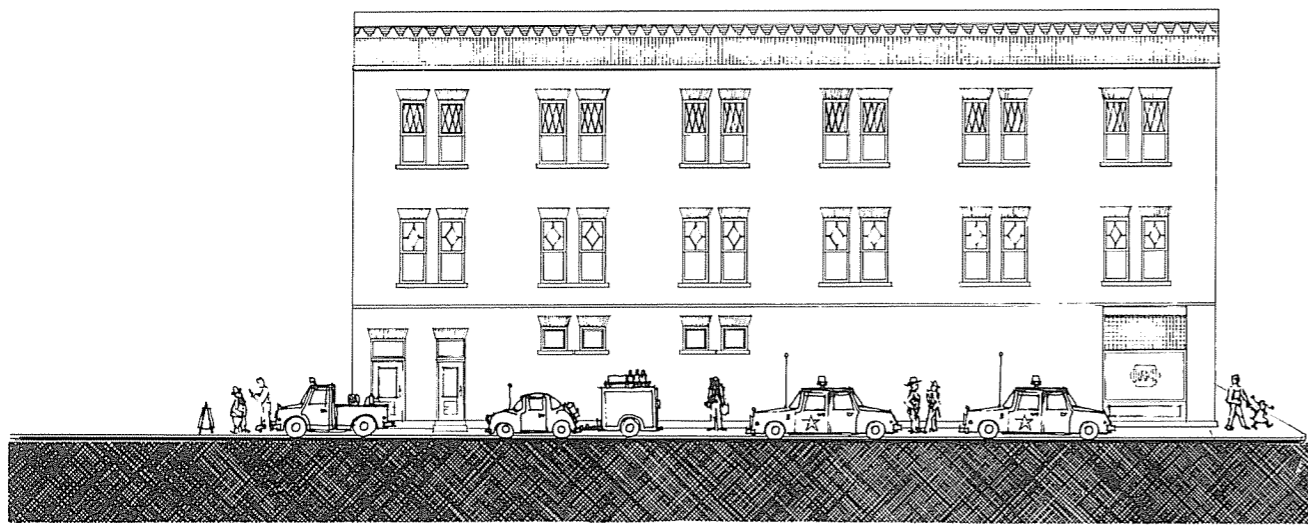
214 North Broadway
Scott Motors, Inc.
Restore facade
Period colors
Period lighting at
210 N. Broadway.
Freestanding illumi-
nated signage, period
detailing



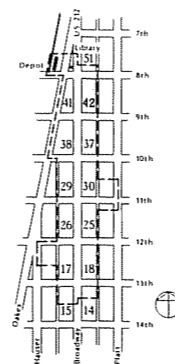
210 North Broadway
Scott Motors, Inc.
Restore facade, three
sides. Period colors
Facade and window
signage

208 North Broadway
Trees behind building
line

206 North Broadway
Courthouse Annex
Restore facade
Restore front and
side entry porches
Historic colors
Freestanding signage
at Broadway and 9th
Streets. Flagpoles
Landscape entire prop-
erty



224 North Broadway
Red Lodge Parts Supply/
Labor Temple



206 North Broadway
Courthouse Annex

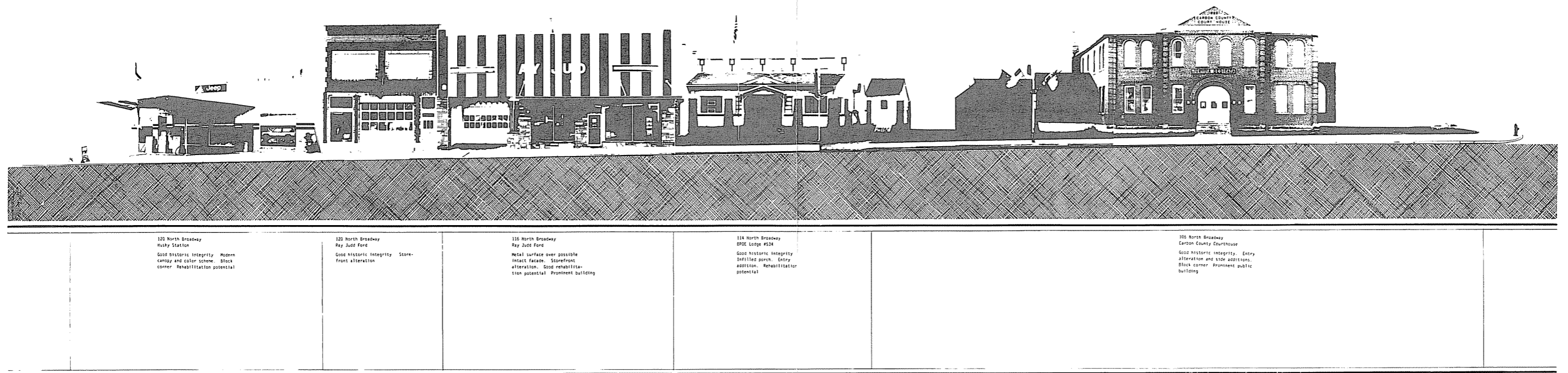
Fig. 27.

Proposed Block 42

Michels Rafferty Architects

RED LODGE REVITALIZATION

1986



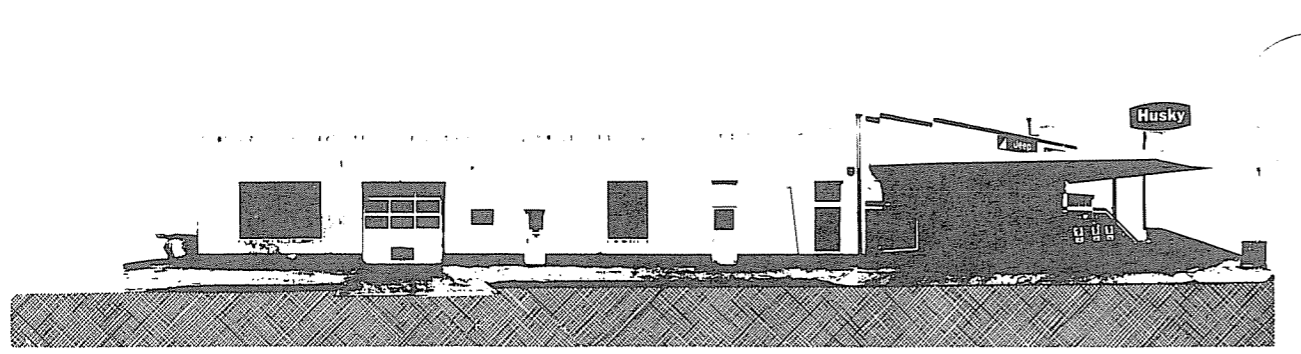
120 North Broadway
Husky Station
Good historic integrity. Modern canopy and color scheme. Block corner. Rehabilitation potential.

120 North Broadway
Ray Judd Ford
Good historic integrity. Storefront alteration.

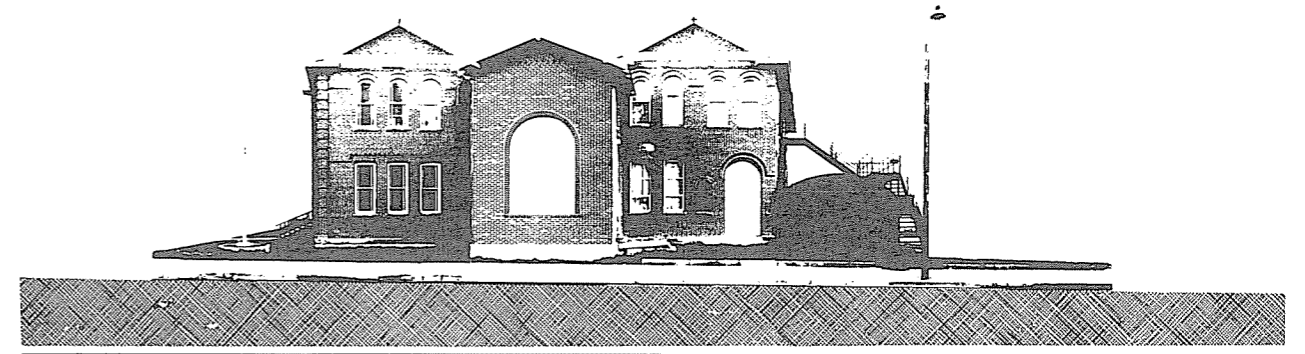
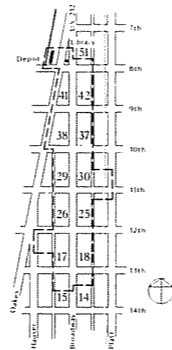
116 North Broadway
Ray Judd Ford
Metal surface over possible. Insect facade. Storefront alteration. Good rehabilitation potential. Prominent building.

114 North Broadway
EPOE Lodge #524
Good historic integrity. Insected porch. Entry addition. Rehabilitation potential.

106 North Broadway
Carbon County Courthouse
Good historic integrity. Entry alteration and side additions. Block corner. Prominent public building.



120 North Broadway
Husky Station



106 North Broadway
Carbon County Courthouse

Existing Block 37

RED LODGE REVITALIZATION

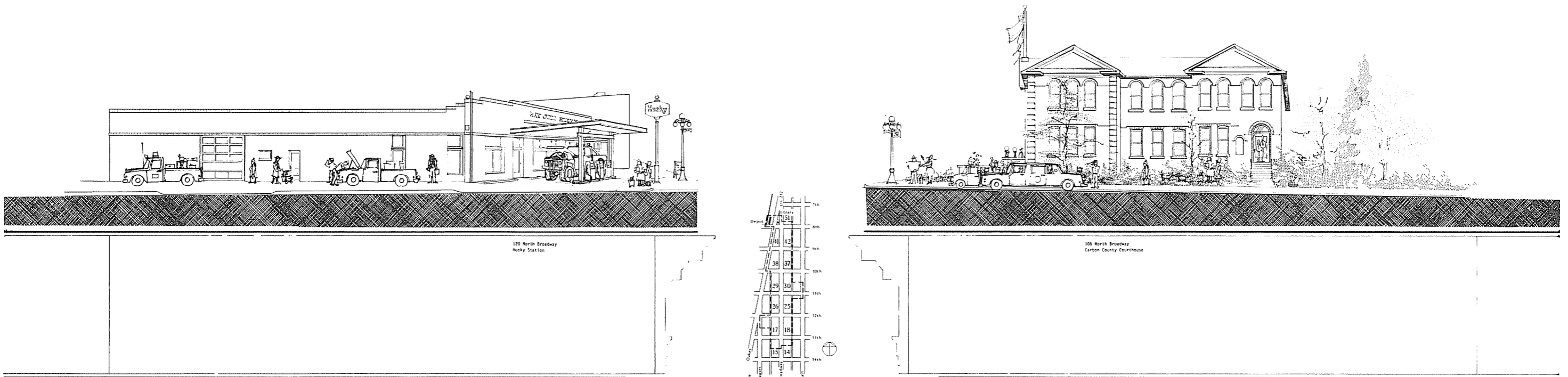
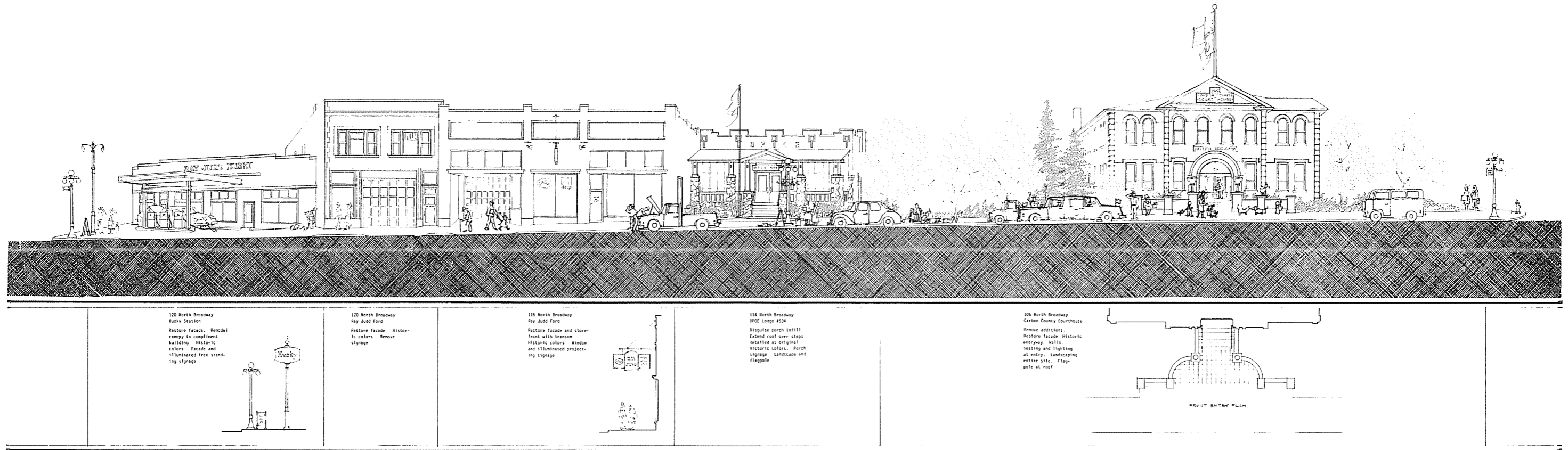


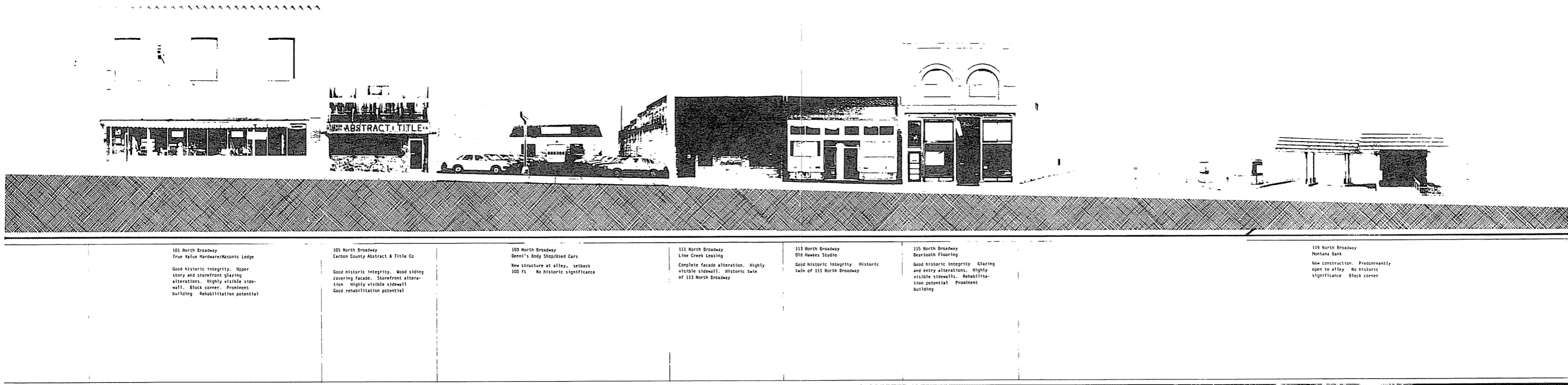
Fig. 29.

Proposed Block 37

Michels Rafferty Architects

RED LODGE REVITALIZATION

0 5 10 15 1986



101 North Broadway
True Value Hardware/Masonic Lodge
Good historic integrity. Upper story and storefront glazing alterations. Highly visible sidewalk. Black corner. Prominent building. Rehabilitation potential.

105 North Broadway
Carbon County Abstract & Title Co.
Good historic integrity. Wood siding covering facade. Storefront alteration. Highly visible sidewalk. Good rehabilitation potential.

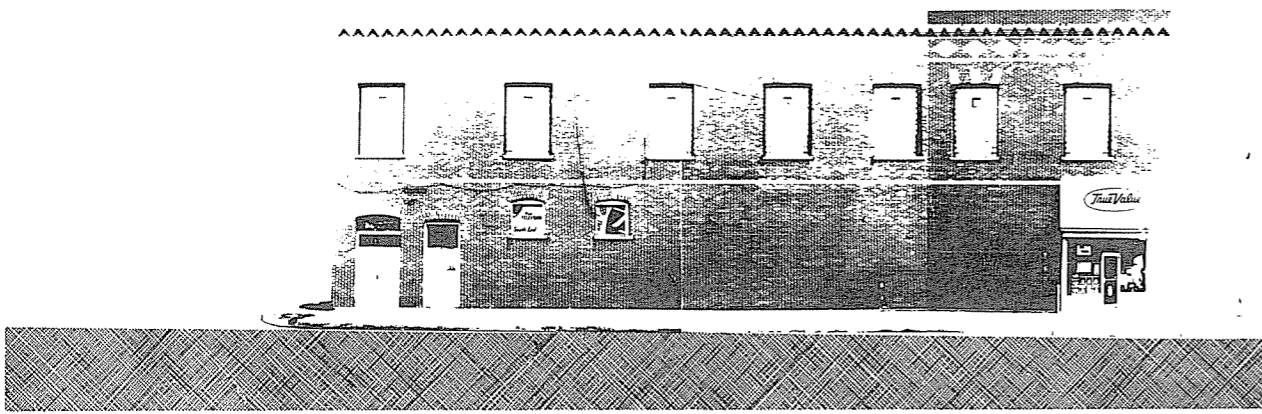
109 North Broadway
Donell's Body Shop/Used Cars
New structure at alley, setback 100 ft. No historic significance.

111 North Broadway
Line Creek Lending
Complete facade alteration. Highly visible sidewalk. Historic twin of 113 North Broadway.

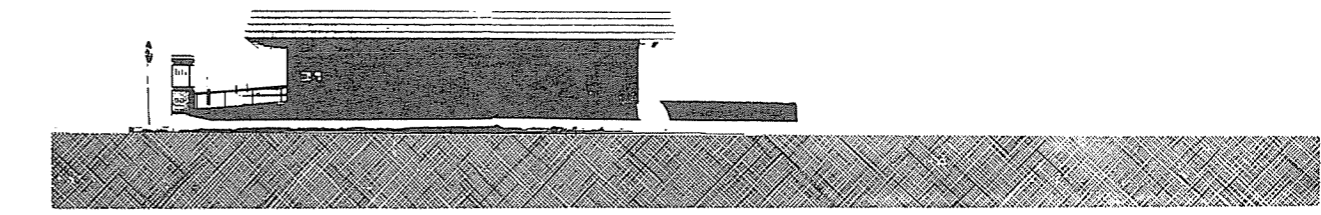
113 North Broadway
Ole Hawes Studio
Good historic integrity. Historic twin of 111 North Broadway.

115 North Broadway
Deartooth Flooring
Good historic integrity. Glazing and entry alterations. Highly visible sidewalk. Rehabilitation potential. Prominent building.

119 North Broadway
Montana Bank
New construction. Predominantly open to alley. No historic significance. Black corner.



101 North Broadway
True Value Hardware/Masonic Lodge



119 North Broadway
Montana Bank

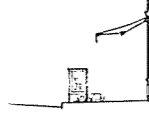
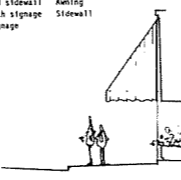
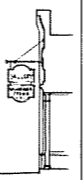
Existing Block 38

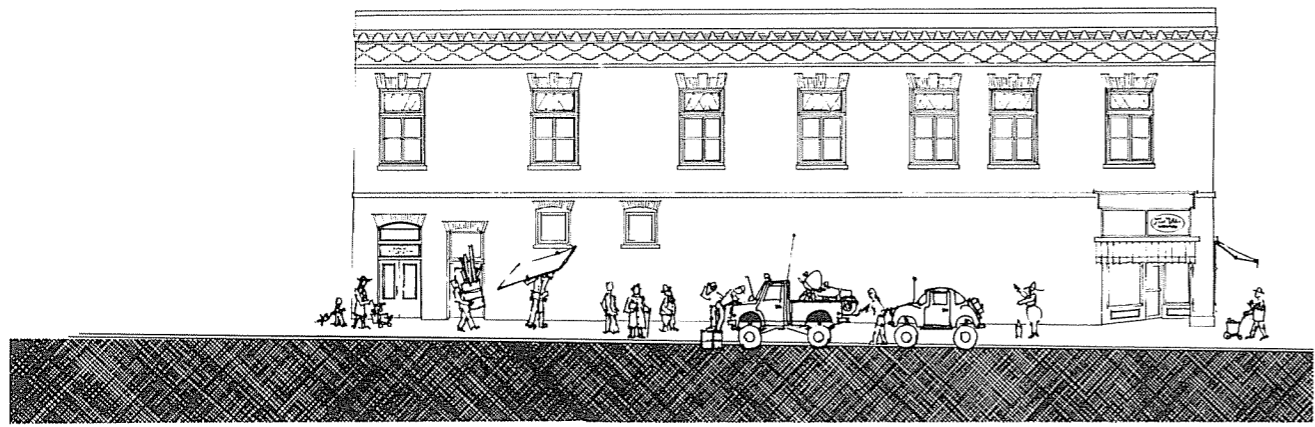
RED LODGE REVITALIZATION

Michels Raffety Architects

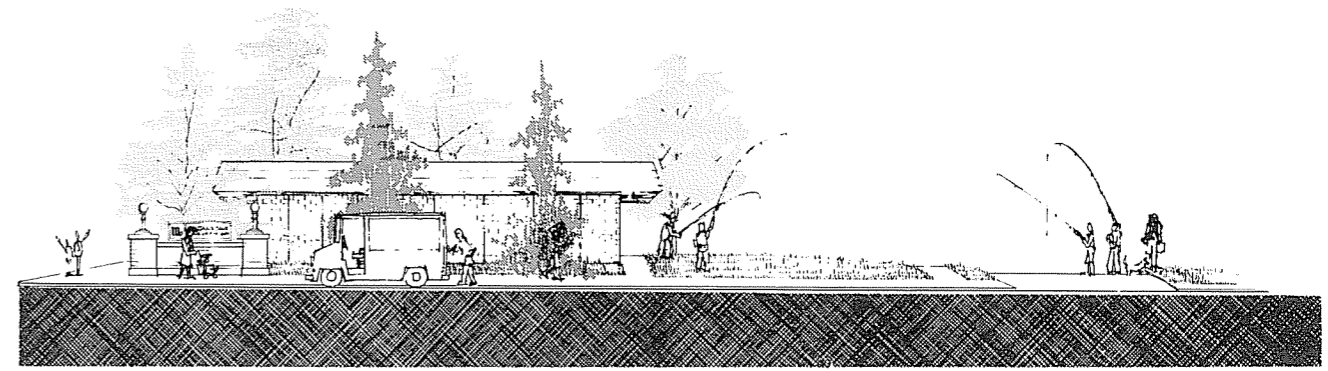
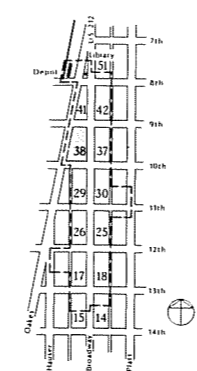
1986



<p>101 North Broadway True Value Hardware/ Masonic Lodge Restore storefront with transom. Disguise or replace second story glazing. Historic colors. Listed signage North sidewalk community signage</p> 	<p>105 North Broadway Carbon County Abstract & Title Co. Restore facade and store- front. Paint sidewalk as front. Historic colors Storefront signage Sidewalk signage for 109 North Broadway</p>	<p>109 North Broadway Denn's Body Shop/ Used Cars Steel pipe framework at building line with signage</p>	<p>111 North Broadway Line Creek Leasing Restore brick piers Historic colors, front and sidewalk. Aiming with signage. Sidewalk signage</p> 	<p>113 North Broadway Old Hawkes Studio Restore facade. Support center of hotel with column. Historic colors Projecting signage</p> 	<p>115 North Broadway Bearthooth Flooring Restore facade and storefront. Historic colors. Color sidewalks as front. Window signa- ge. Sidewalk community signage. Flagpole at roof</p>	<p>119 North Broadway Montana Bank Cast stone and iron fence at sidewalk. Detail as 115 North Broadway. Signage and lighting on stone wall and piers. Tree canopy and landscape entire area</p>
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<p>101 North Broadway True Value Hardware/ Masonic Lodge</p>
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<p>119 North Broadway Montana Bank</p>
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Fig. 31.

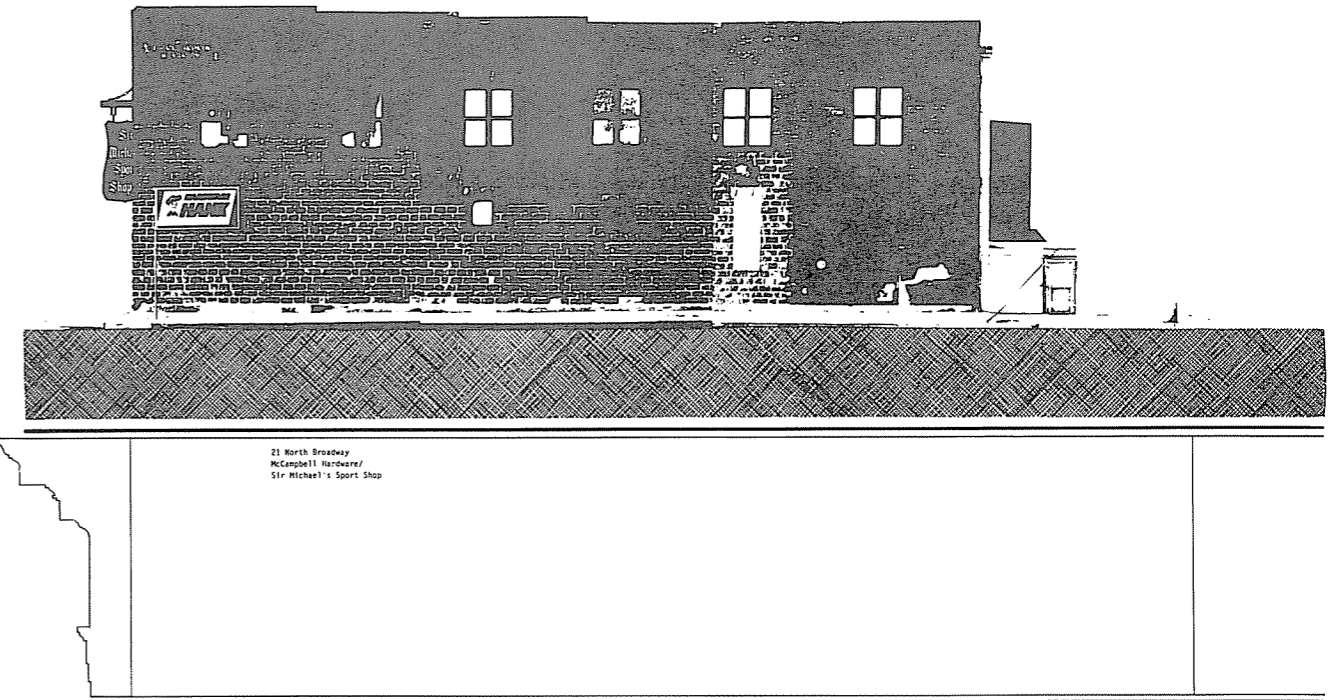
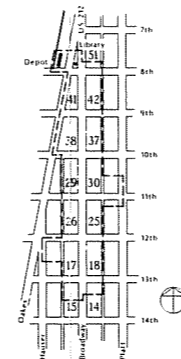
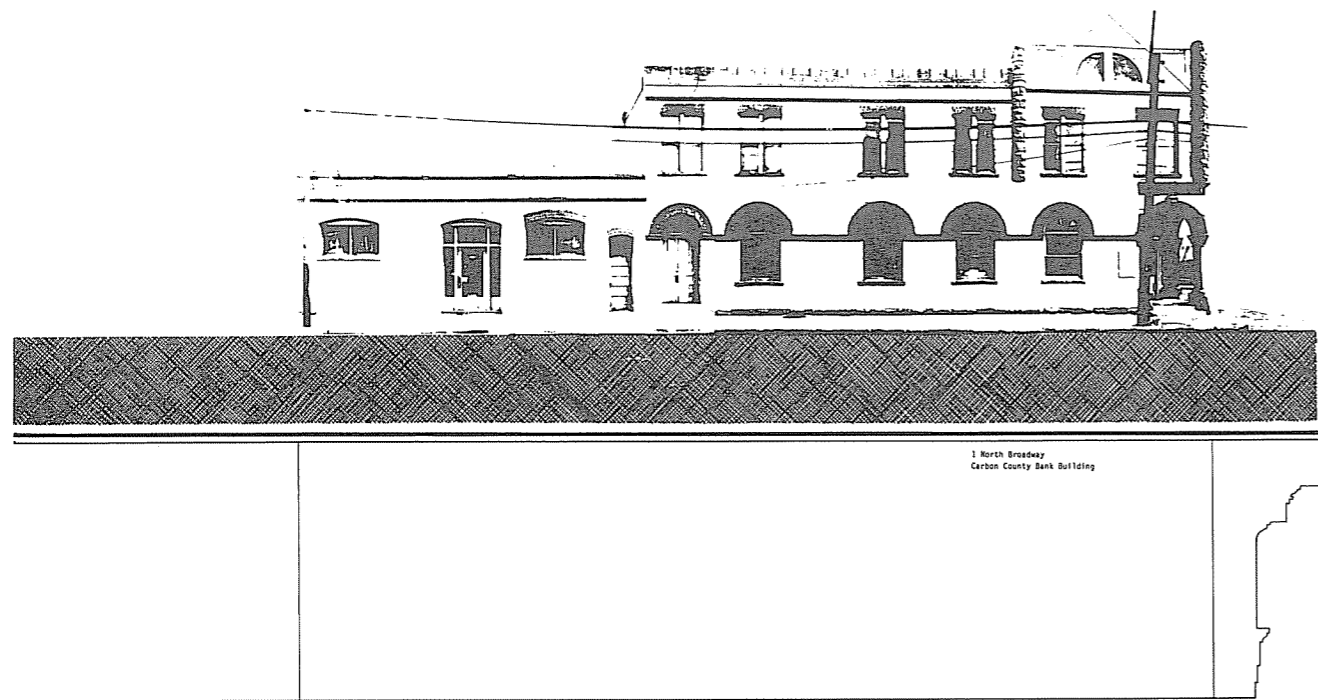
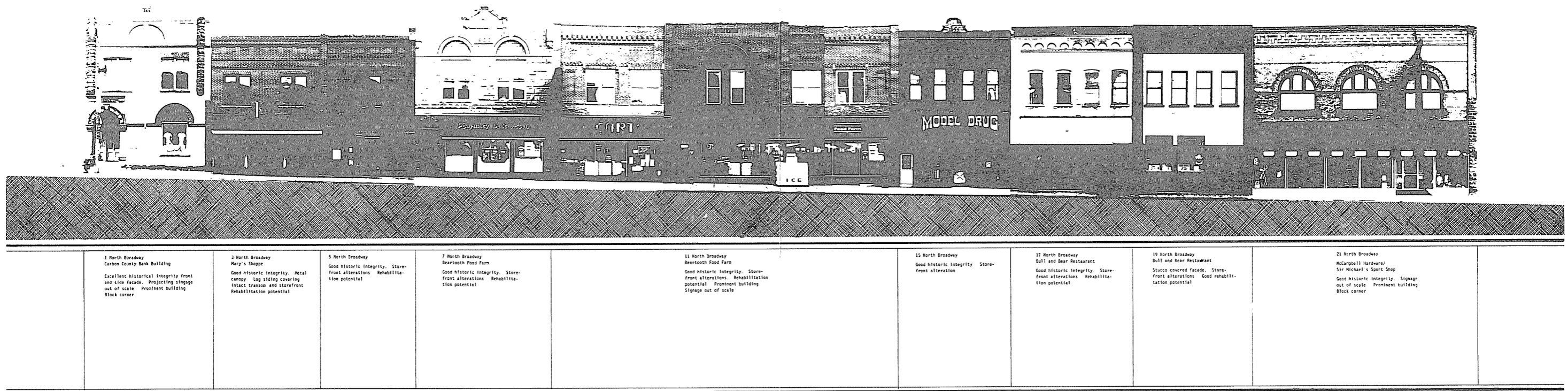
Proposed Block 38

Michels Raffety Architects

RED LODGE REVITALIZATION



1986

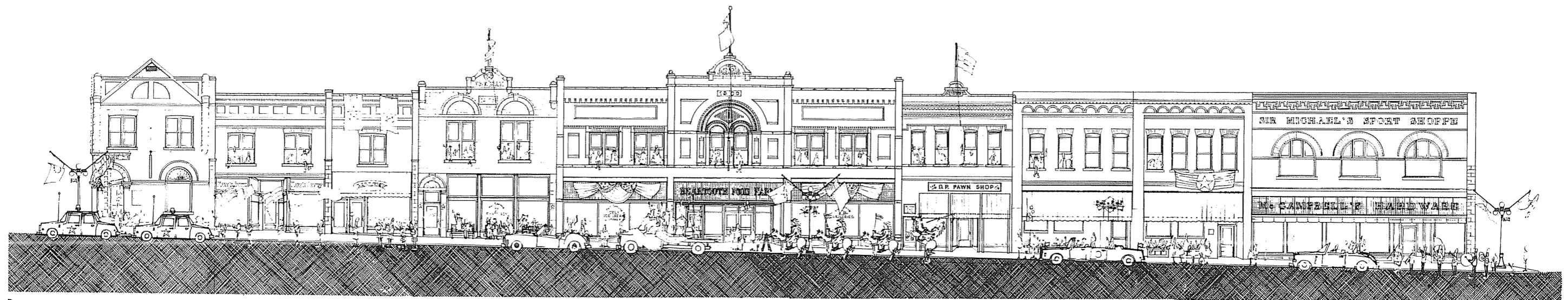


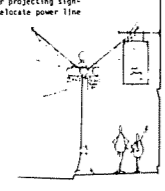
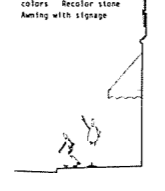


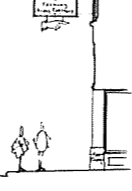
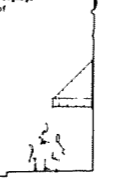

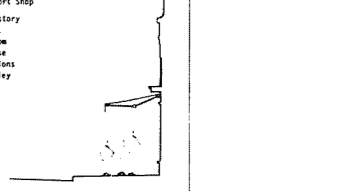
Existing Block 29

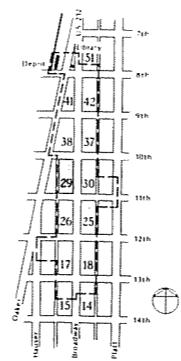
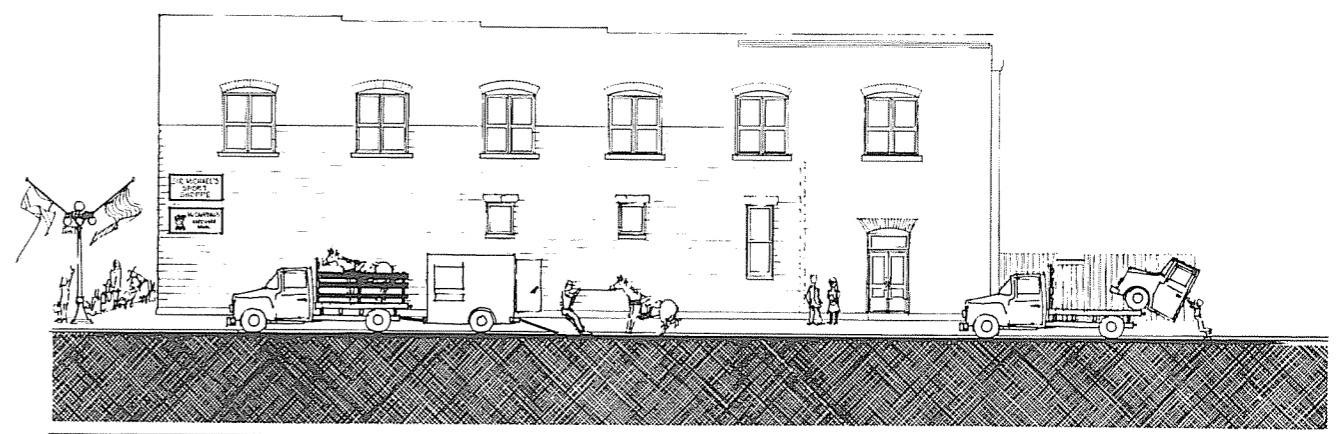
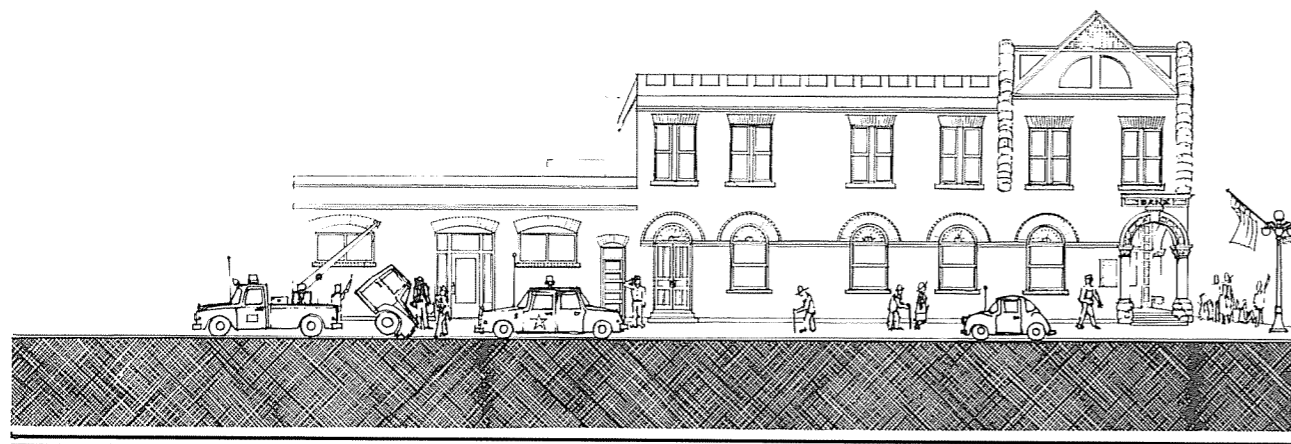
RED LODGE REVITALIZATION

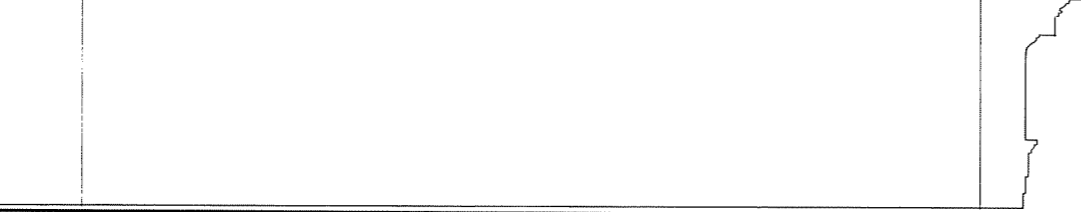
Michels Raffety Architects

0 5 10 15 1986



<p>1 North Broadway Carbon County Bank Building Smaller projecting sign- age Relocate power line</p> 	<p>2 North Broadway Mary's Shopper Restore parapet and storefront with transom Historic colors Re- color stone Transom signage</p> 	<p>3 North Broadway Restore parapet and transom Historic colors Recolor stone Awning with signage</p> 	<p>7 North Broadway Beartooth Food Farm Restore storefront with transom Restore up- stairs entry Historic colors Window neon signage Flagpole at roof</p> 	<p>13 North Broadway Beartooth Food Farm Restore parapets; store- fronts with transoms north and south bays; transom center bay with recessed entry to store and upstairs Historic colors Transom and projecting signage Window neon sign Flagpole at roof</p> 	<p>15 North Broadway Awnings door replace- ments, facade signage Flagpole at roof</p> 	<p>17 North Broadway Bull and Bear Restau- rant Restore facade Histor- ic colors Awning with signage</p>	<p>19 North Broadway Bull and Bear Restau- rant Paint stucco to imitate 17 North Broadway Historic colors Replace entry door Awning to match 17 North Broadway</p> 	<p>21 North Broadway McCabe's Hardware/ Sir Michael's Sport Shop Disguise second story window blackouts Facade and transom signage Disguise storefront alterations Wood fence to alley</p> 
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<p>1 North Broadway Carbon County Bank Building</p> 
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<p>21 North Broadway McCabe's Hardware/ Sir Michael's Sport Shop</p> 
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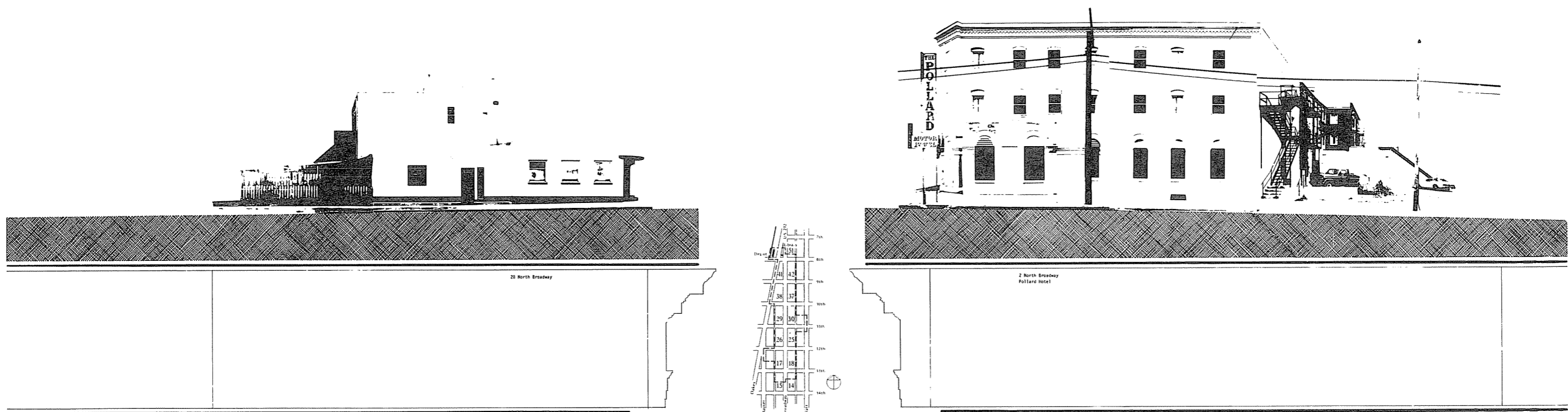
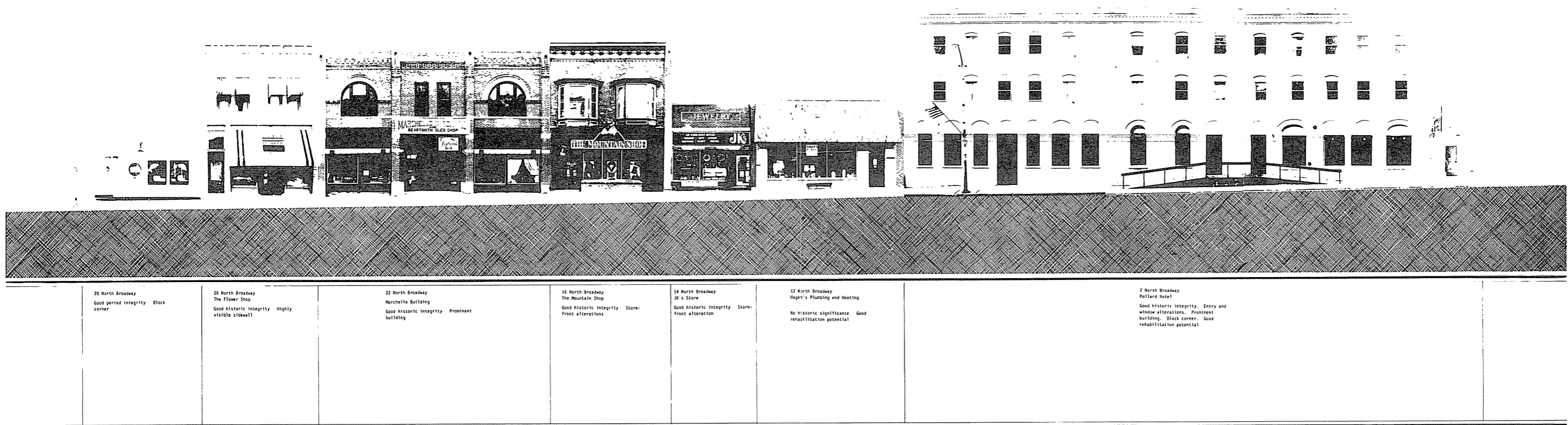
Fig. 33.

Proposed Block 29

RED LODGE REVITALIZATION

Michels Raffety Architects

1986

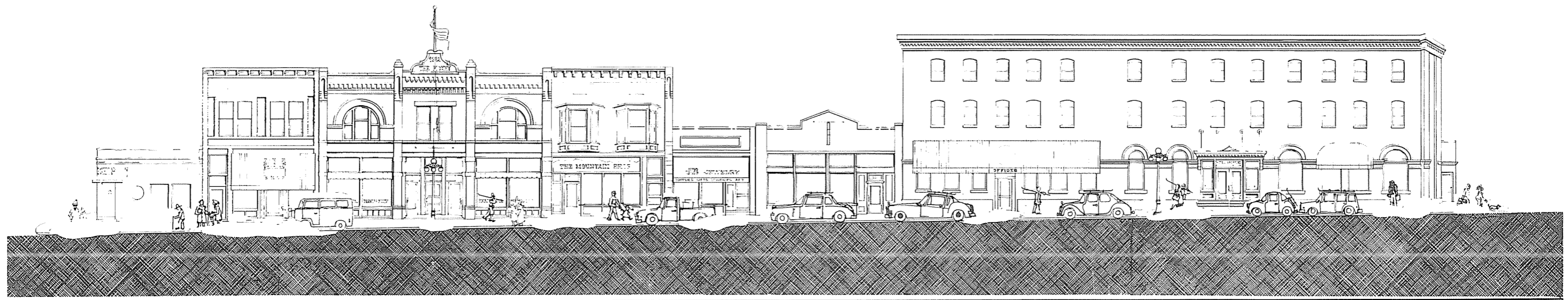


Existing Block 30

RED LODGE REVITALIZATION

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<p>28 North Broadway Restore period facade. Raise parapet. Period colors. Facade signage.</p>	<p>26 North Broadway Color sidewalk as front. Sidewalk community signage.</p>	<p>22 North Broadway Marchello Building/ The Headliner Restore parapet. Projecting and window signage. Flagpole at roof.</p>	<p>16 North Broadway The Mountain Shop Signage within original transept area, with lighting recessed in bay window bases. Storefront panelization.</p>	<p>14 North Broadway JK's Store Awning with signage.</p>	<p>12 North Broadway Hegen's Plumbing and Heating Historically compatible false front with transom. Historic colors. Projecting signage.</p>		<p>2 North Broadway Pollard Hotel Restore historic entry canopy and steps. Restore or disguise arched windows. Disguise blocked upper-story windows. Historic colors entire facade. Awning with signage north portion. Awning south twin window. Entry signage. Relocate sewer line.</p>		
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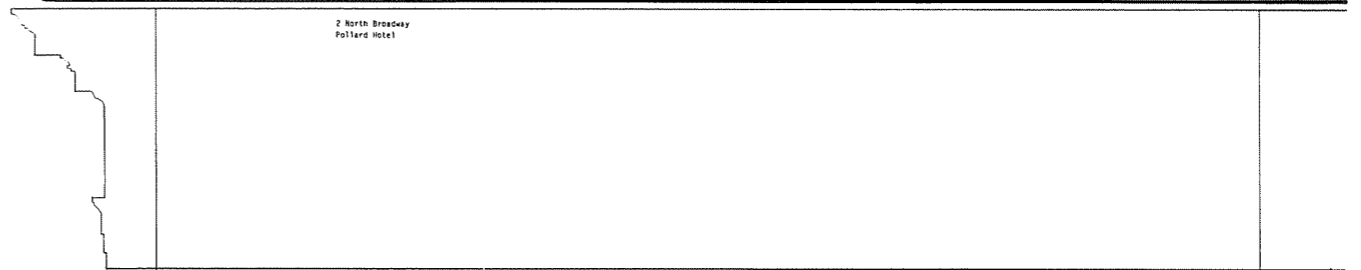
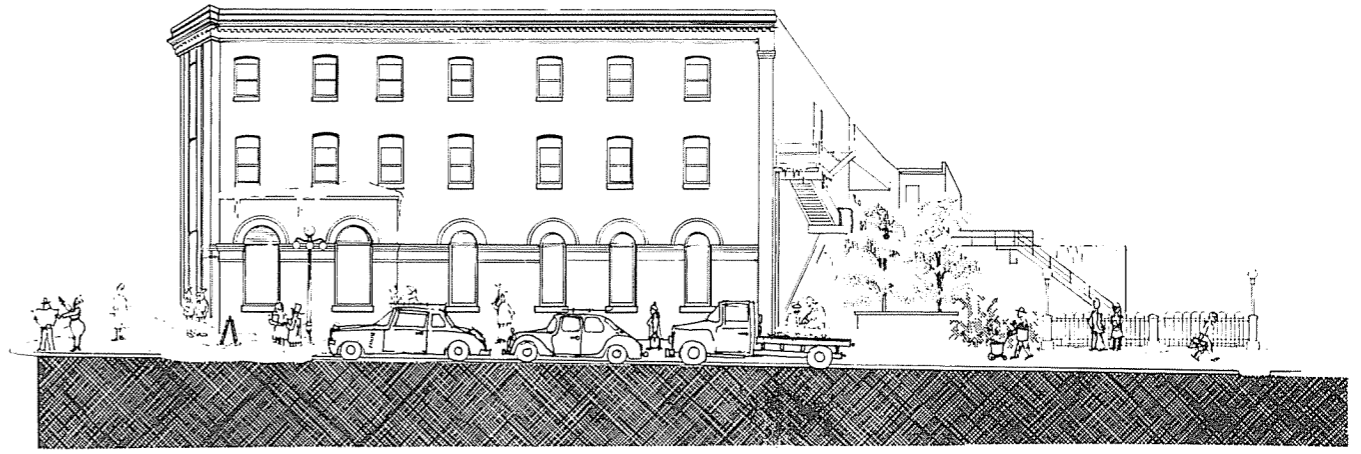
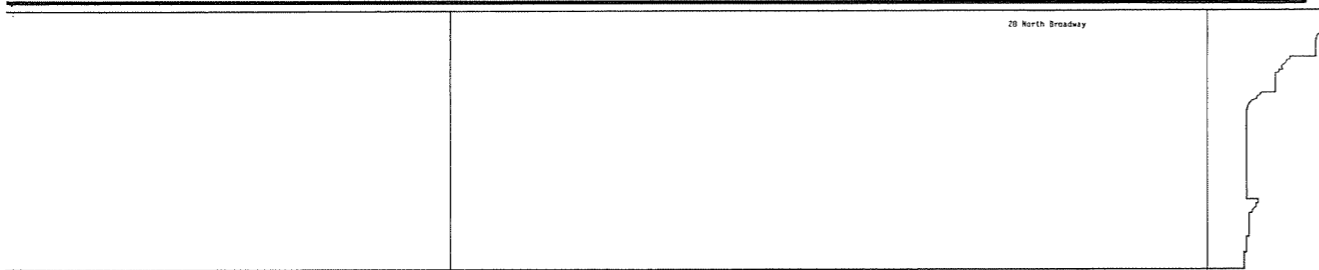
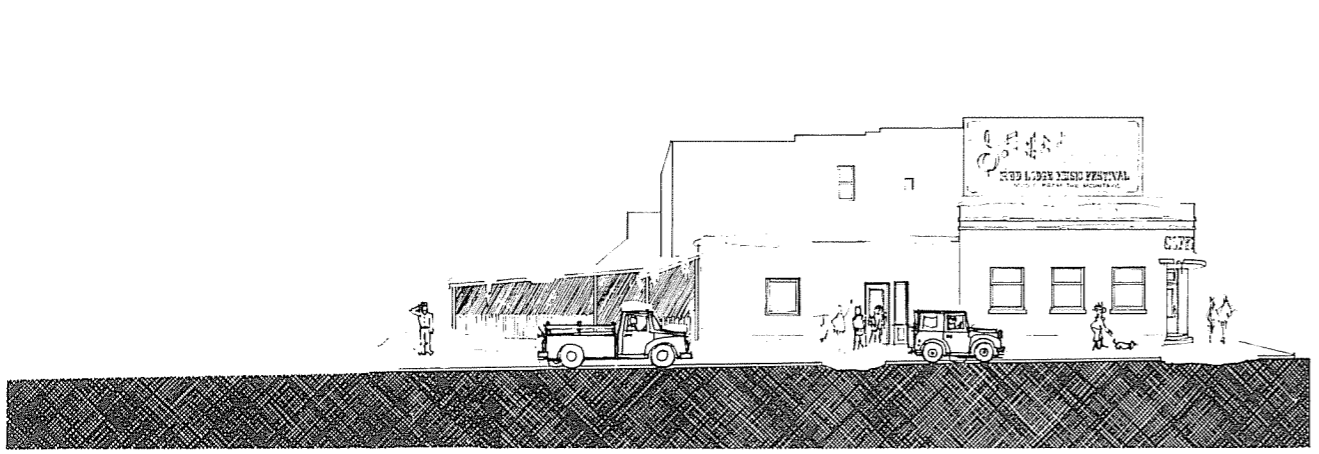


Fig. 35.

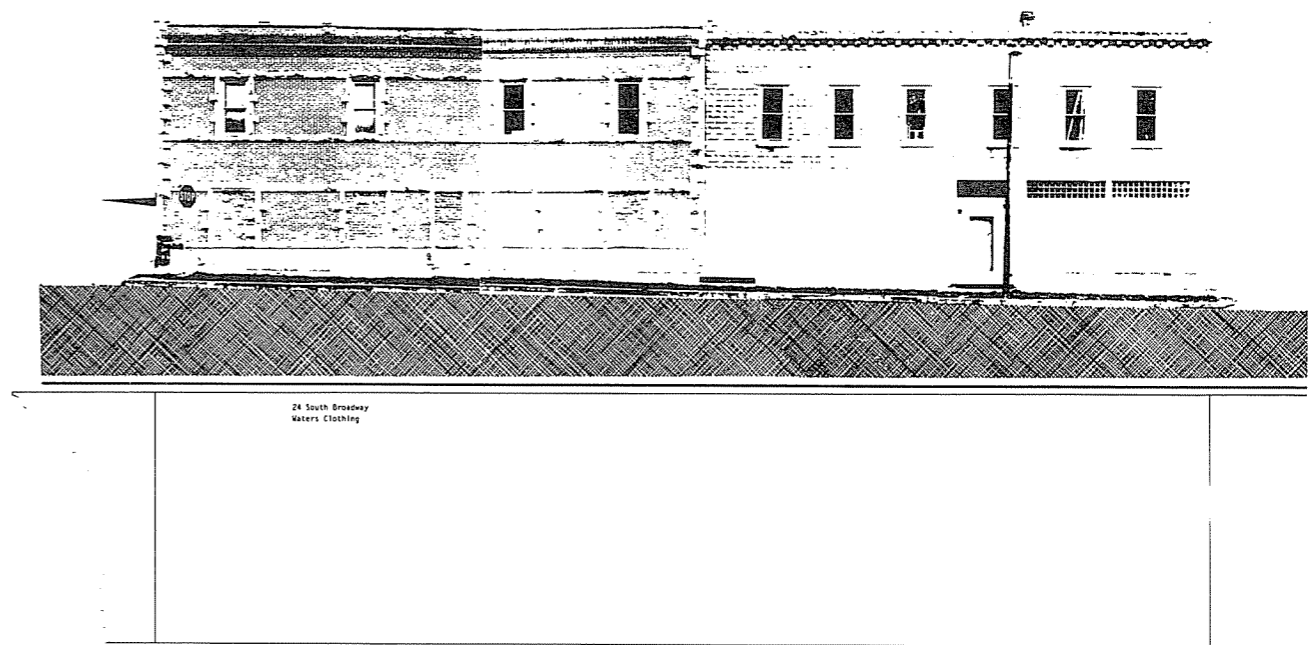
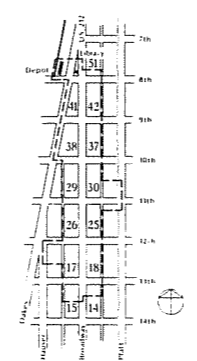
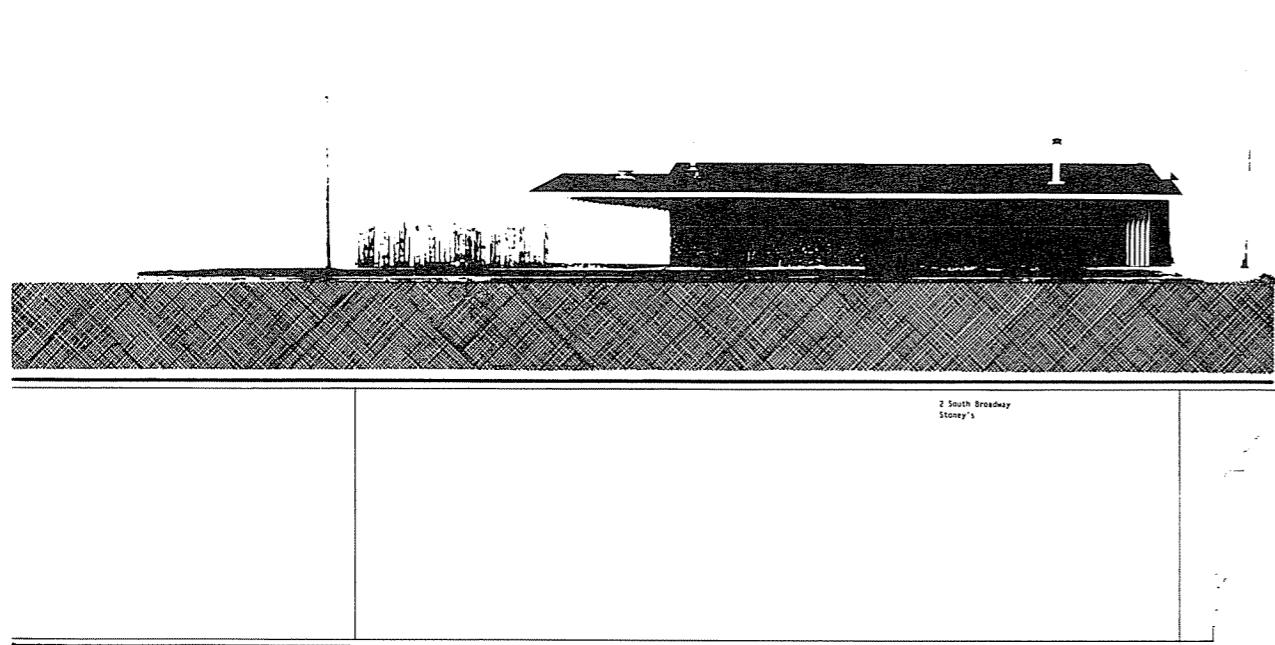
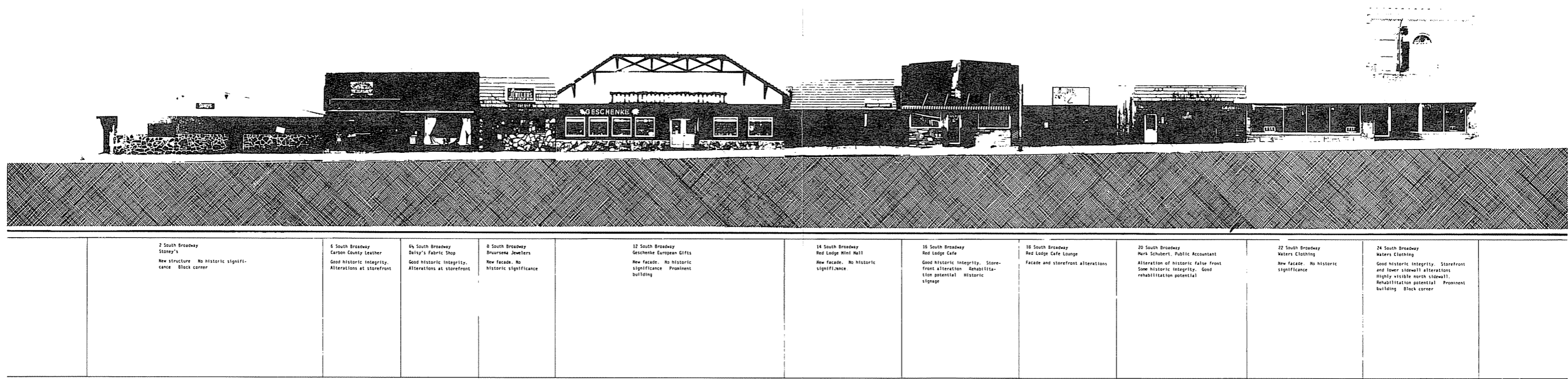
Proposed Block 30

RED LODGE REVITALIZATION

Michels Raffety Architects

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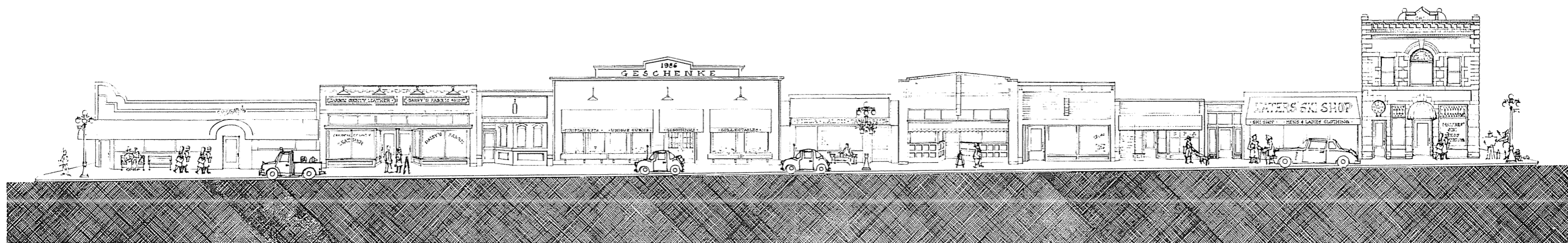


Existing Block 25

RED LODGE REVITALIZATION

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<p>2 South Broadway Stoney's Historically compatible false front with corner restore. Period colors. Awning. Facade signage.</p>	<p>4 South Broadway Carbon County Leather Restore storefront and transom. Historic colors. Facade signage with lighting. Window signage.</p>	<p>6 South Broadway Daisy's Fabric Shop Restore storefront and transom. Historic colors. Facade signage with lighting. Window signage.</p>	<p>8 South Broadway Bruersma Jewelers Historically compatible brick facade. Projecting signage.</p>	<p>12 South Broadway Geschenke European Gifts Historically compatible false front. Awning with signage. Facade signage and lighting.</p>	<p>14 South Broadway Red Lodge Mini Mall Metal canopy with signage.</p>	<p>Restore storefront Historic colors Awning. Restore rear signage.</p>	<p>16 South Broadway Red Lodge Cafe Historically compatible false front. Projecting signage complimentary to historic signage at 16 S. Broadway.</p>	<p>20 South Broadway Mark Schuertz Public Accountant Restore false fronts with original division. Awning. Window signage.</p>	<p>22 South Broadway Waters Clothing Awning with signage complimentary to 24 South Broadway.</p>	<p>24 South Broadway Waters Clothing Restore storefront. Entrance awning. Window signage. Disguise firewall alterations.</p>
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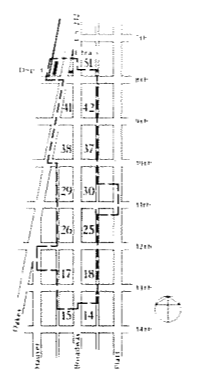
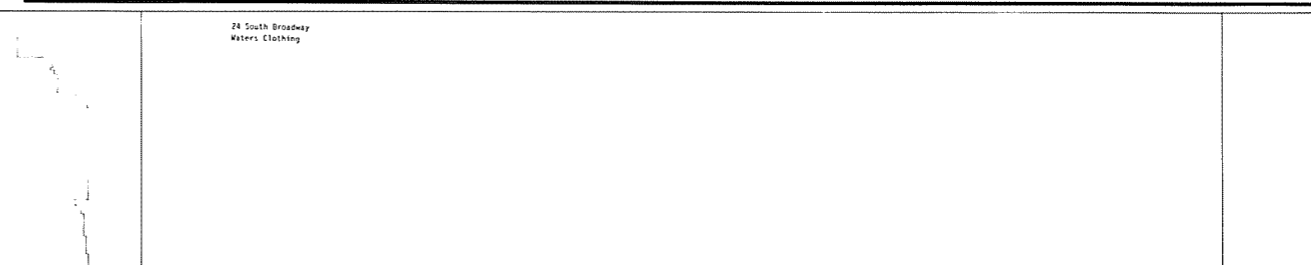
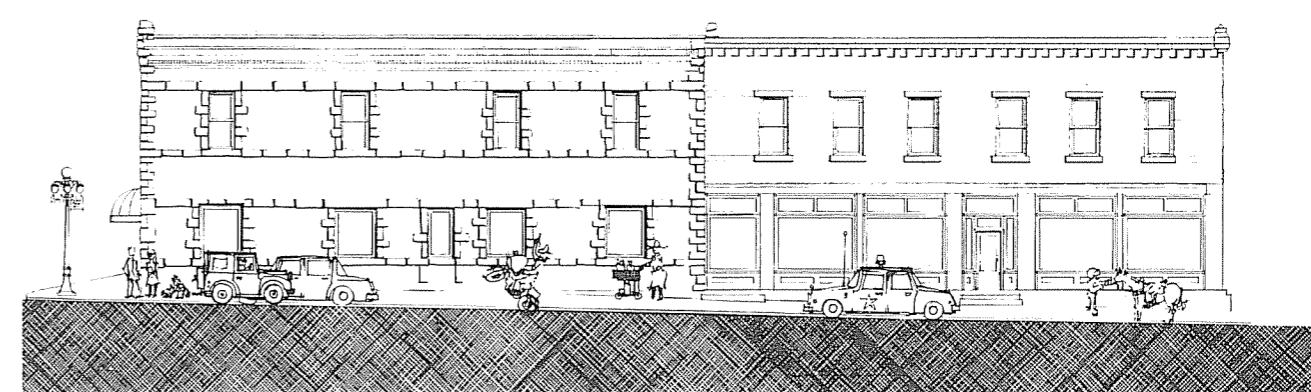
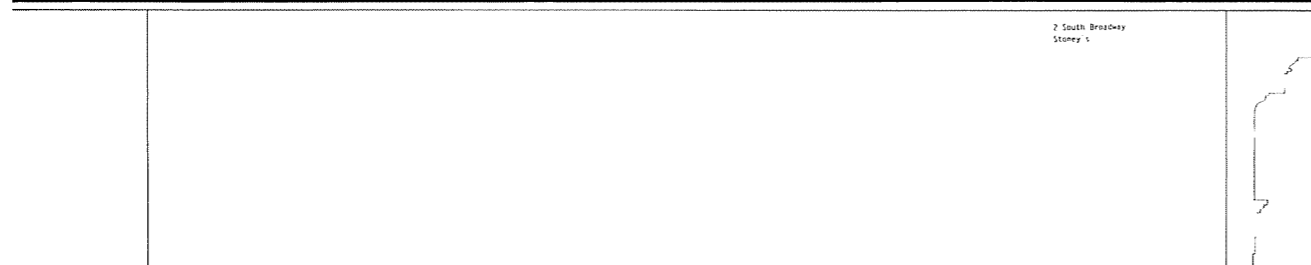
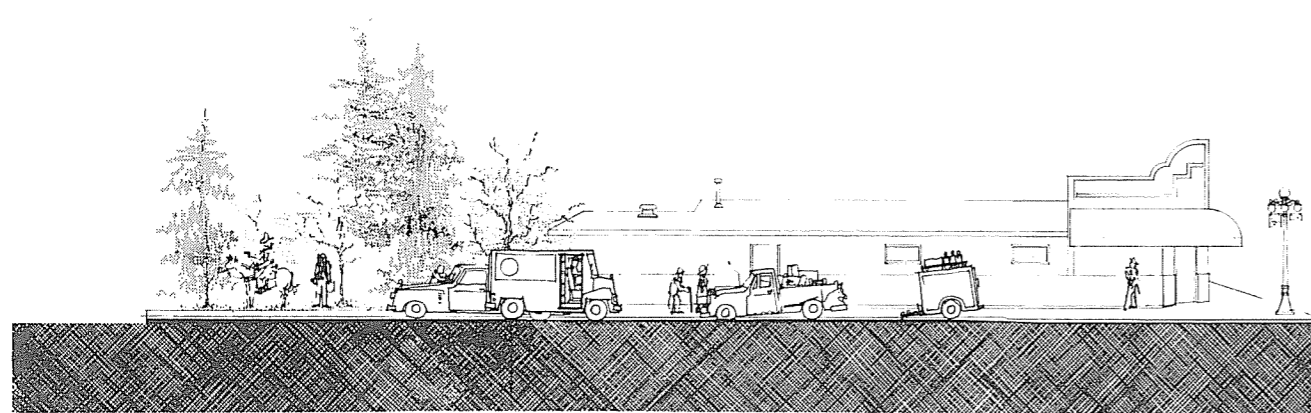


Fig. 37.

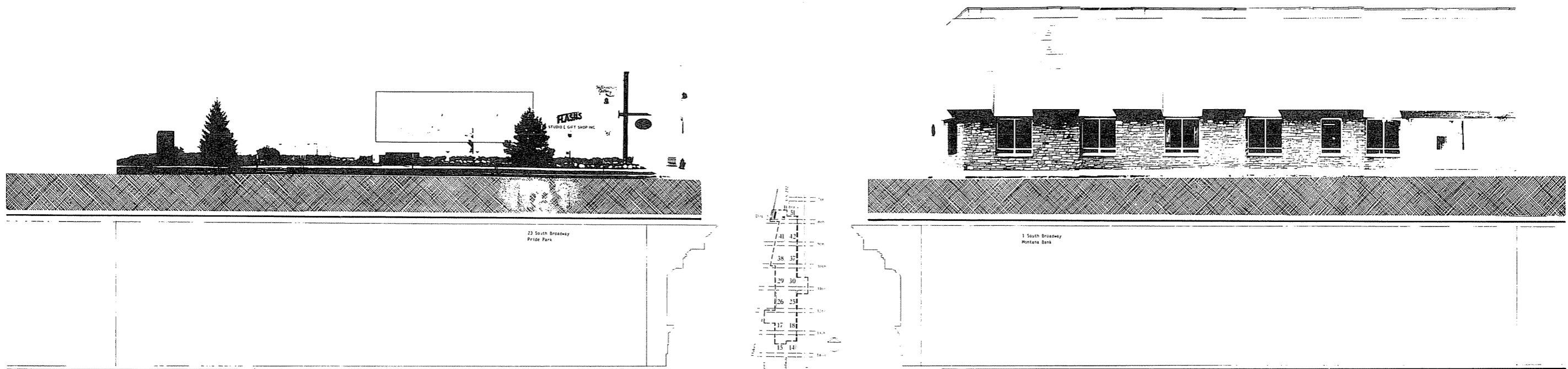
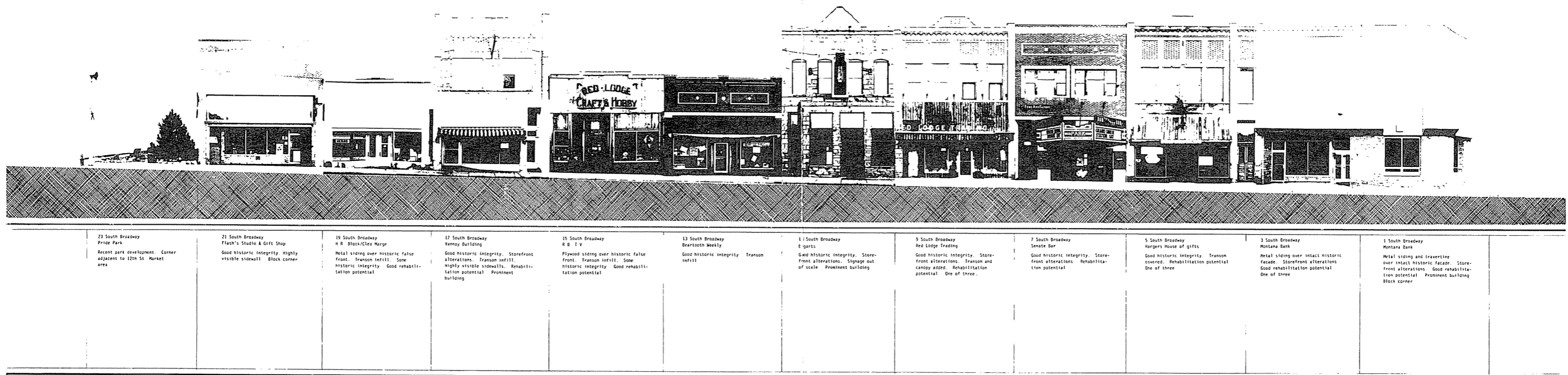
Proposed Block 25

RED LODGE REVITALIZATION

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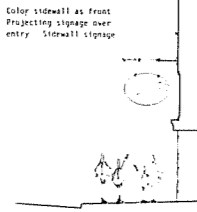
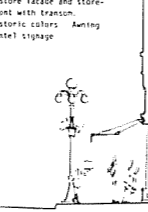

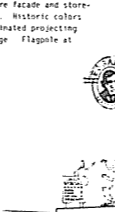

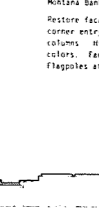
Existing Block 26

RED LODGE REVITALIZATION

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<p>23 South Broadway Pride Park Develop in conjunction with 12th St. Market North sidewalk brick color. Tourist directory Public information and services Historic view for east side hillside mining ruins. Market area paving. Additional lighting and seating. Tree canopy and landscaping. Flagpoles. Preserve fire lane.</p>	<p>21 South Broadway Flash's Studio & Gift Shop Color sidewalk as front. Projecting signage over entry. Sidewalk signage.</p> 	<p>19 South Broadway H.R. Block/Etha Mae Restore facade with transom. Replace columns. Window signage. Historic colors.</p>	<p>17 South Broadway Vanny Building Restore facade and storefront with transom. Historic colors. Awning. Lintel signage.</p> 	<p>15 South Broadway H.B. 17 Restore false front with transom. Historic colors. Facade signage.</p>	<p>13 South Broadway Barrault Weekly Restore transom. Awning. Window signage.</p> 	<p>11 South Broadway Bogert's Restore facade and storefront. Historic colors. Illuminated projecting signage. Flagpole at roof.</p> 	<p>9 South Broadway Red Lodge Trading Restore facade, storefront and transom. Historic colors. Lintel signage.</p>	<p>7 South Broadway Senate Bar Restore facade. Historic colors. Senate Bar signage to compliment period marquee. Restore marquee.</p> 	<p>5 South Broadway Magers House of Gifts Restore facade. storefront and transom. Historic colors. Transom signage.</p>	<p>3 South Broadway Montana Bank Restore facade and transom. Historic colors. Remove Montana Bank main entry. Window signage.</p>	<p>1 South Broadway Montana Bank Restore facade and corner entry with columns. Historic colors. Facade signage. Flagpoles at roof.</p> 
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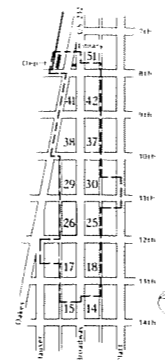
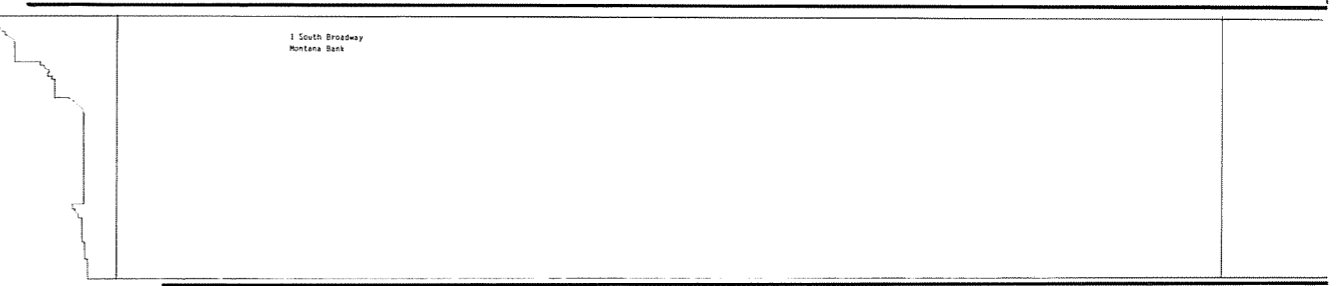
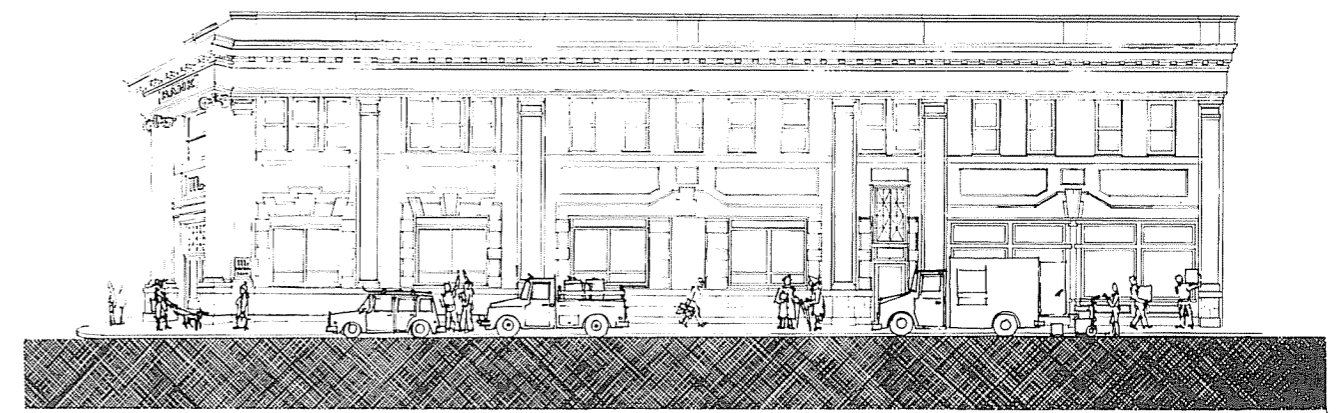
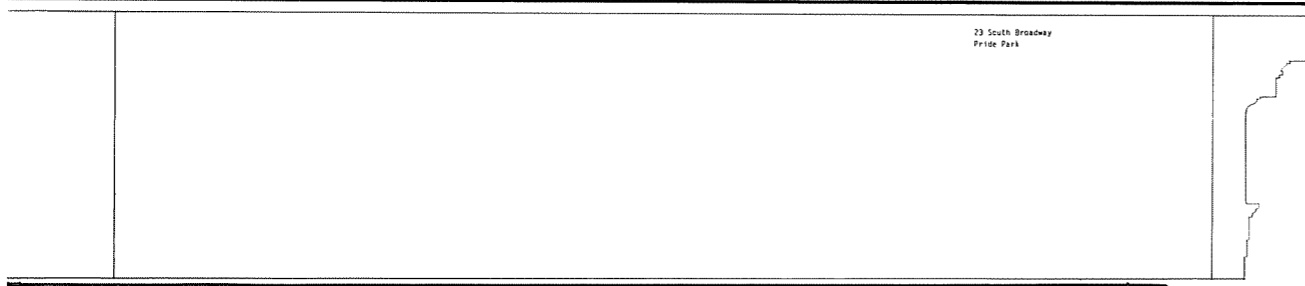
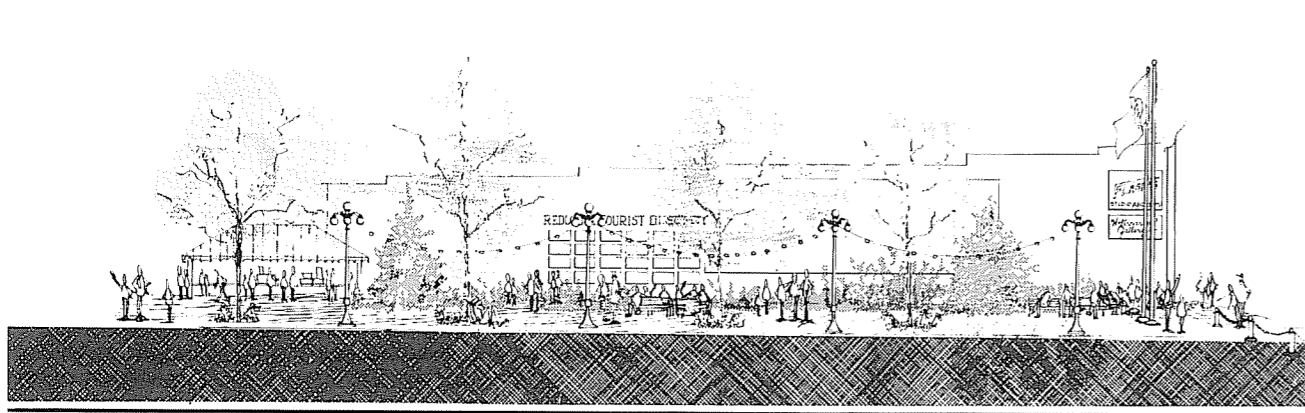
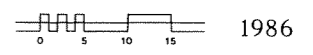


Fig. 39.

Proposed Block 26

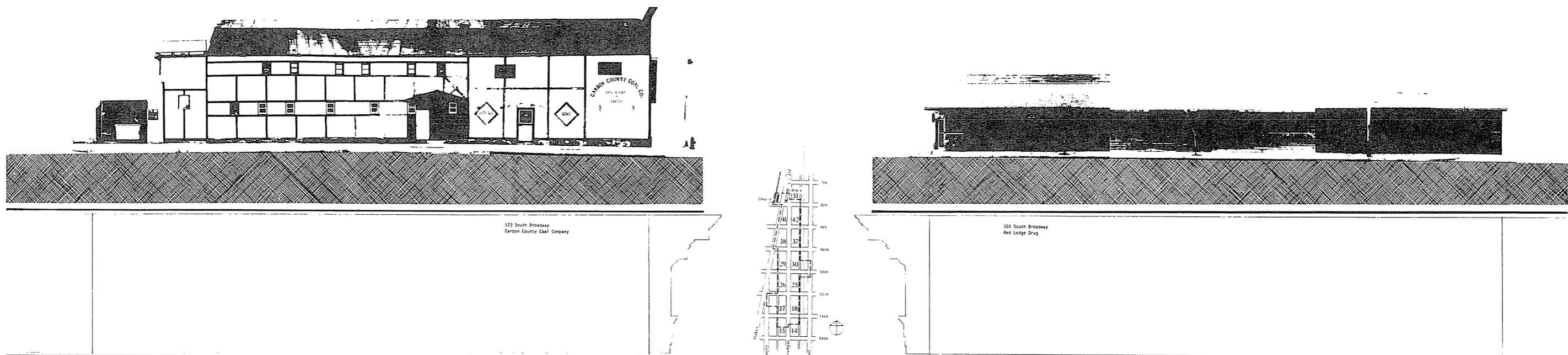
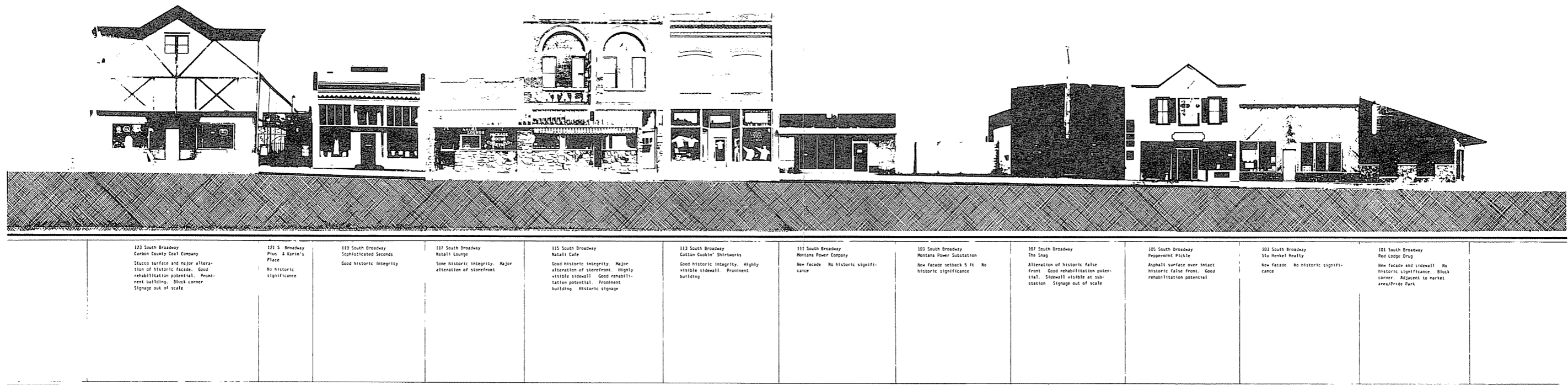
RED LODGE REVITALIZATION

Michels Raffety Architects



1986

Produced for the City of Red Lodge by the Carbon County Historic Preservation Office, with grant assistance from the State Historic Preservation Office, through the National Park Service, U.S. Dept. of the Interior



Existing Block 17

RED LODGE REVITALIZATION

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<p>123 South Broadway Carbon County Coal Company Restore facade with transom. Restore side- walls. Develop side- entry. Historic colors. Illuminated projecting signage. Sidewalk community signage.</p>	<p>121 S. Broadway Plus & Karin's Place Develop lighting and top of gateway.</p>	<p>119 South Broadway Sophisticated Second Historic colors facade and sidewalk. Window signage.</p>	<p>117 South Broadway Natalie Lounge Restore storefront with transom. Roll out awning to match Natalie Cafe. Window signage.</p>	<p>115 South Broadway Natalie Cafe Restore storefront with transom. Historic colors facade and side- wall. Awning second story windows. Refin- ish and restore new projecting signage. Restore storefront window mesh.</p>	<p>113 South Broadway Cotton Cousin' Shirts- works Redetail storefront. Historic colors store- front and sidewalk. Sidewalk community signage.</p>	<p>111 South Broadway Montana Power Company Increase height false front with historic- ally compatible finish. Awning with signage.</p>	<p>109 South Broadway Montana Power Substa- tion Develop as public seating area: block wall full height, glazed canopy, seal platform, lighting, advertisements.</p>	<p>107 South Broadway The Shag Restore facade with transom. Historic colors, front and sidewalk. Rescaled projecting signage. Illuminated.</p>	<p>105 South Broadway Peppermint Pickle Restore facade. Historic colors. Lateral signage.</p>	<p>103 South Broadway Stu Merkel Realty Historically compatible false front. Historic colors. Awning with signage.</p>	<p>101 South Broadway Red Lodge Drug Storefront: historic- ally compatible false front wrapping around corner with deep eave as entry canopy. Window pattern multicolor. Illuminated corner signage. Storewall: Market stall awning and rain gutter. Flower and water services. Pavement and trees as market area.</p>
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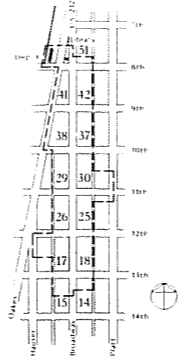
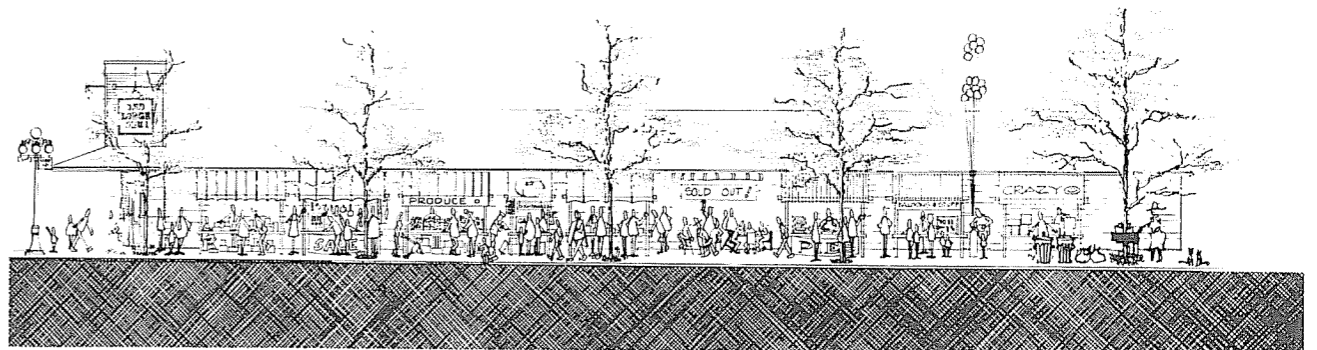
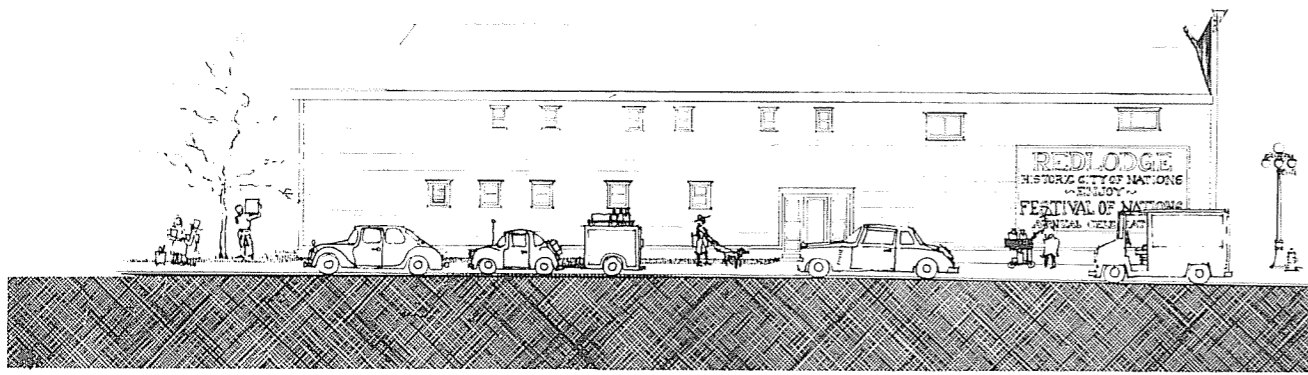


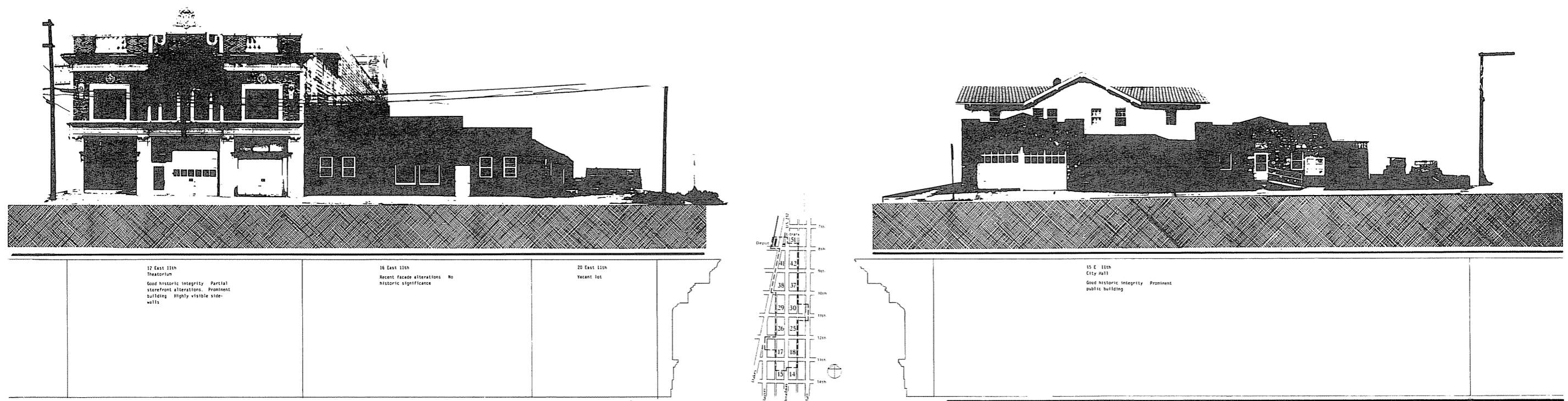
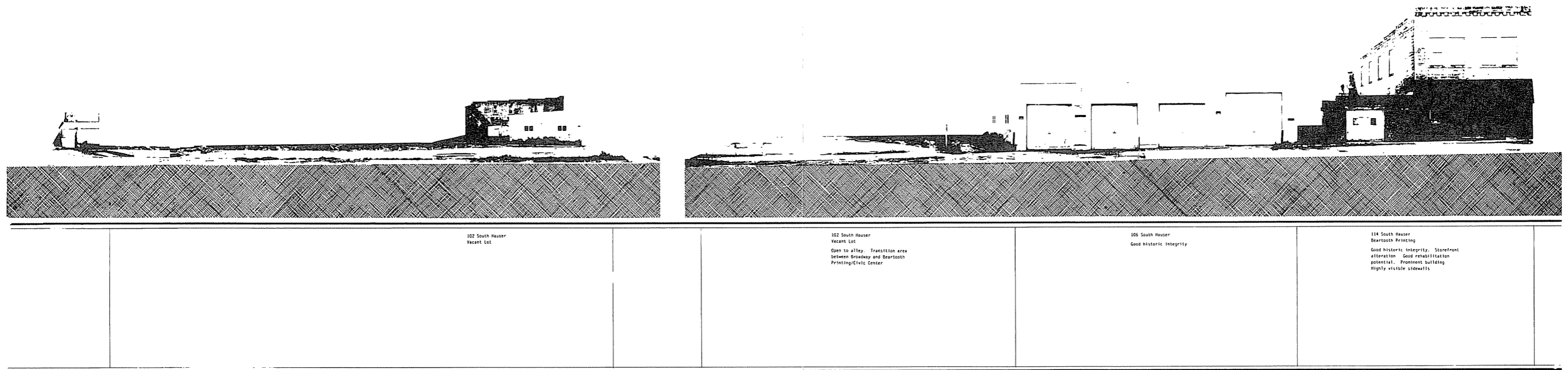
Fig. 41.

Proposed Block 17

RED LODGE REVITALIZATION

Michels Raffety Architects

1986



Existing Block 17, Theatorium & City Hall

RED LODGE REVITALIZATION

Michels Raffety Architects

0 5 10 15 1986

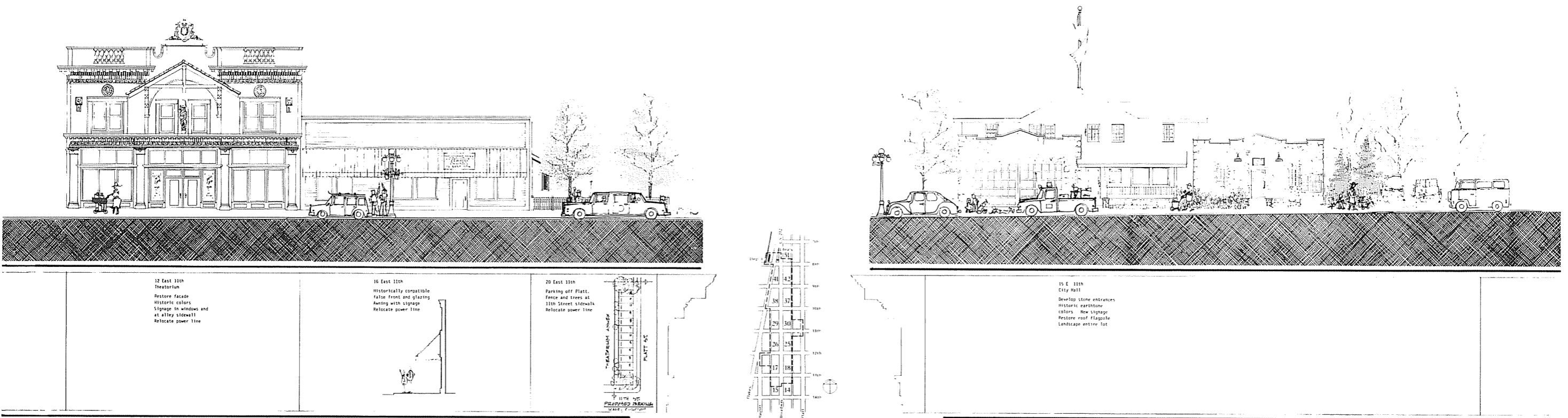
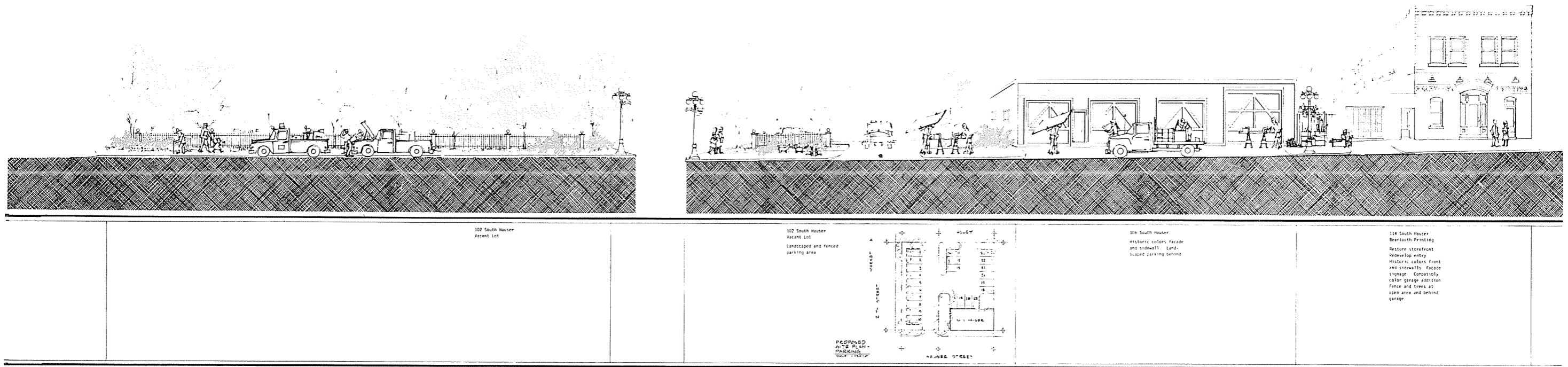


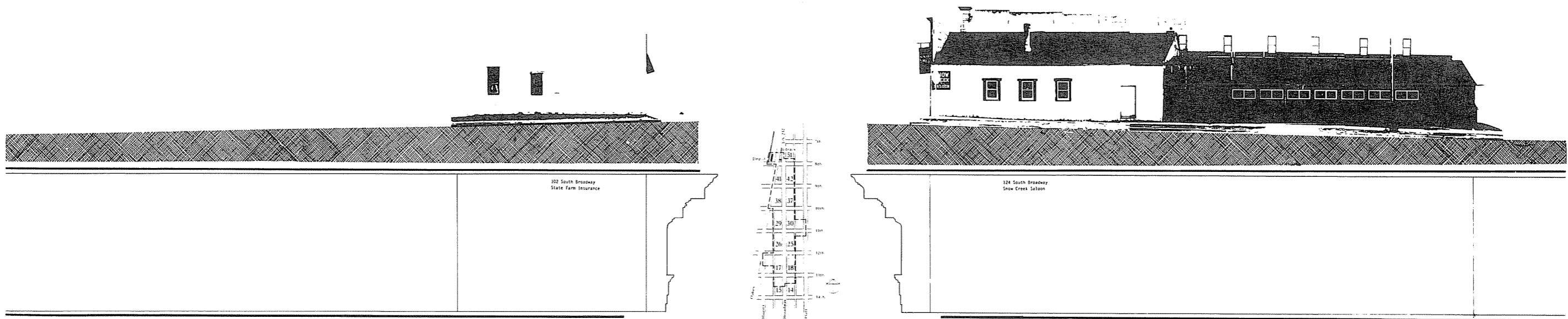
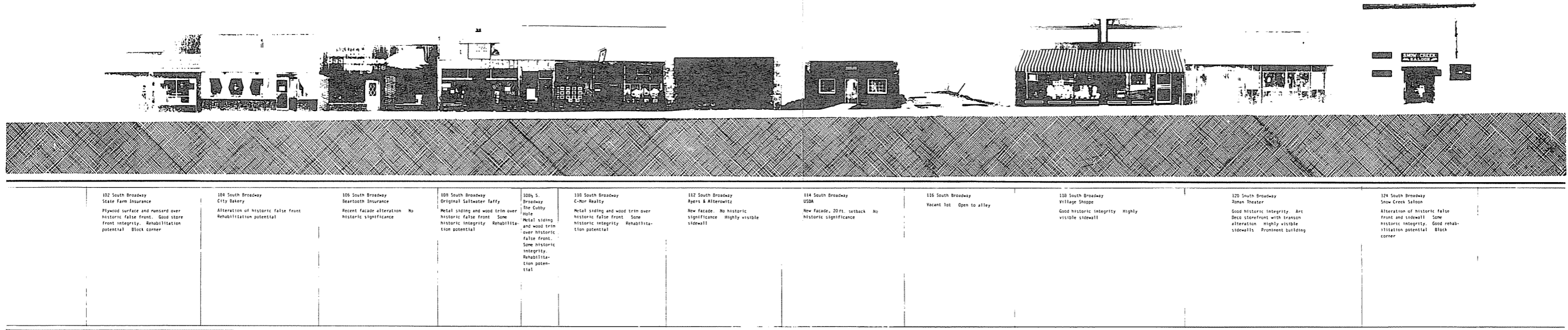
Fig. 43.

Proposed Block 17, Theatorium & City Hall

RED LODGE REVITALIZATION

Michels Raffety Architects

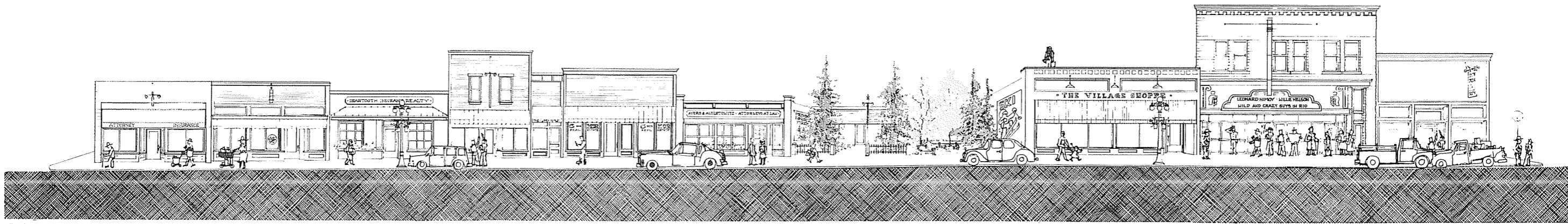
1986



Existing Block 18

Fig. 44.

RED LODGE REVITALIZATION



<p>102 South Broadway State Farm Insurance</p> <p>Restore stone facade or develop compatible stucco facade. Restore store front. Historic colors. Awning and projecting signage.</p>	<p>104 South Broadway City Bakery</p> <p>Historically compatible false front with transom. Historic colors. Awning. Projecting signage and neon window signage.</p>	<p>106 South Broadway Bearcloth Insurance</p> <p>Compatible brick storefront. Window mullions. Metal tipped canopy. Facade signage.</p>	<p>108 S. Broadway Original Salt-water Taffy</p> <p>Restore facade, storefront and transom. Historic colors. Awning. Projecting signage.</p>	<p>109 S. Broadway The Cobby Hole</p> <p>Restore facade, storefront and transom.</p> <p>Historic colors. Awning with signage.</p>	<p>110 South Broadway C-Mor Realty</p> <p>Restore facade, storefront and transom. Historic colors. Awning. Window signage.</p>	<p>112 South Broadway Ayers & Alterowitz</p> <p>Historically compatible facade screen at sidewalk line. Historic colors, front and sidewalk. Awning. Facade signage. Sidewalk community signage.</p>	<p>114 South Broadway USA</p> <p>Historically compatible siding at entrance canopy. Historic colors, fence at sidewalk. Landscape with adjacent lot. Free-standing signage.</p>	<p>116 South Broadway Landscape with adjacent setback, complete closure to 118 South Broadway. Seating, play area.</p>	<p>118 South Broadway Village Shoppe</p> <p>Historic colors, front and sidewalk. Facade signage with lighting. Sidewalk community signage.</p>	<p>120 South Broadway Simon Theater</p> <p>Restore period storefront. Restore upstairs entry. Historic colors front and sidewalk. Redesign reader board to compliment storefront. Move projecting sign. Restore neon.</p>	<p>124 South Broadway Snow Creek Saloon</p> <p>Restore false front with transom. Restore entry. Siding and trim at sidewalk as front. Historic colors. Illuminated projecting signage.</p>
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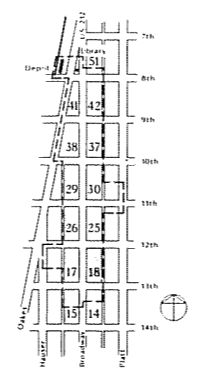
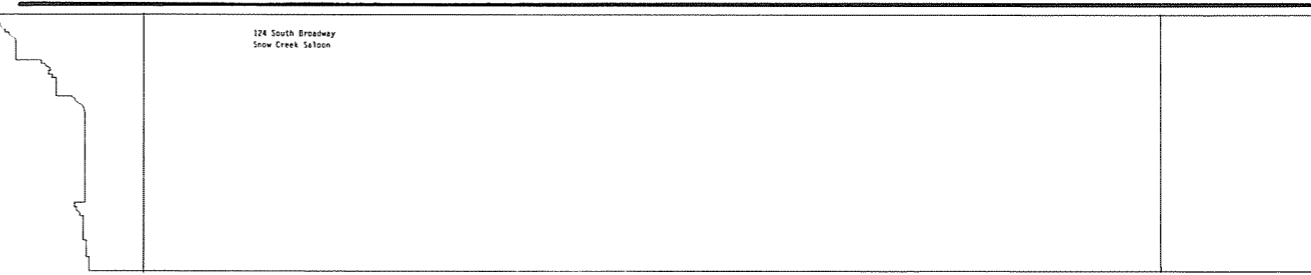
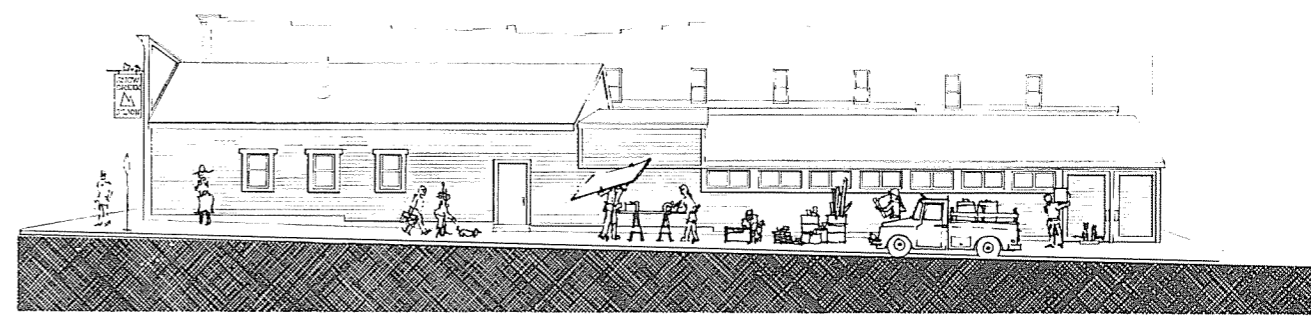
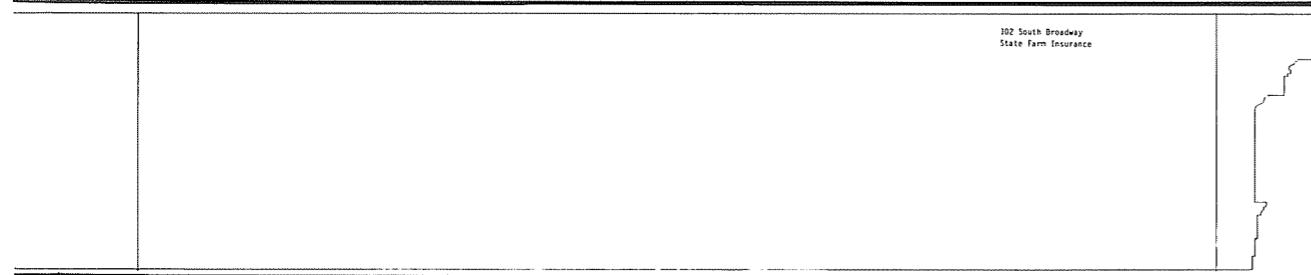
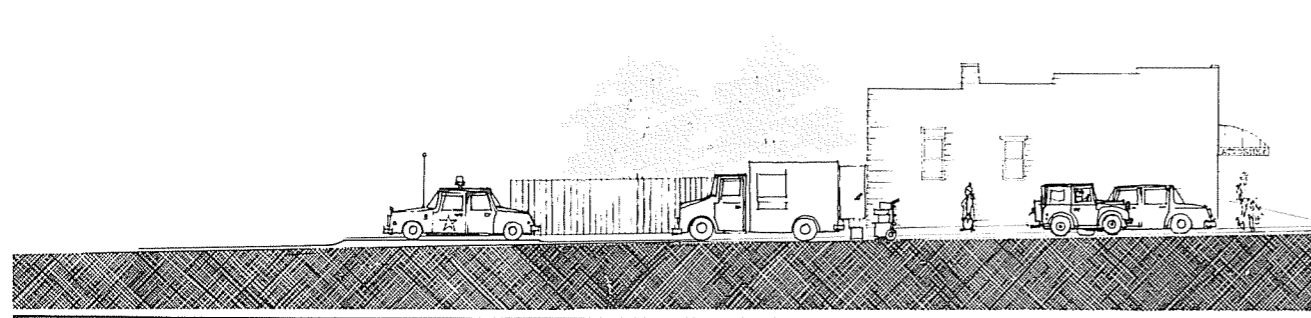


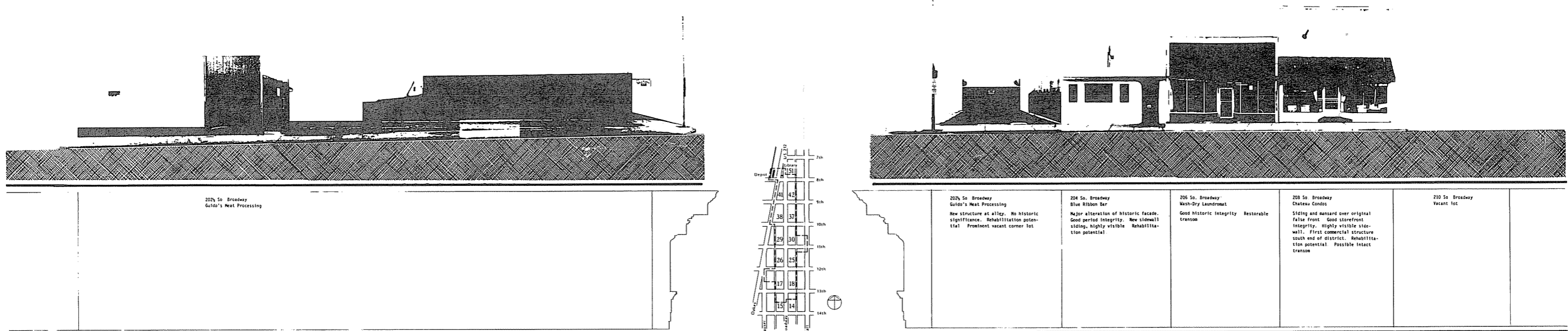
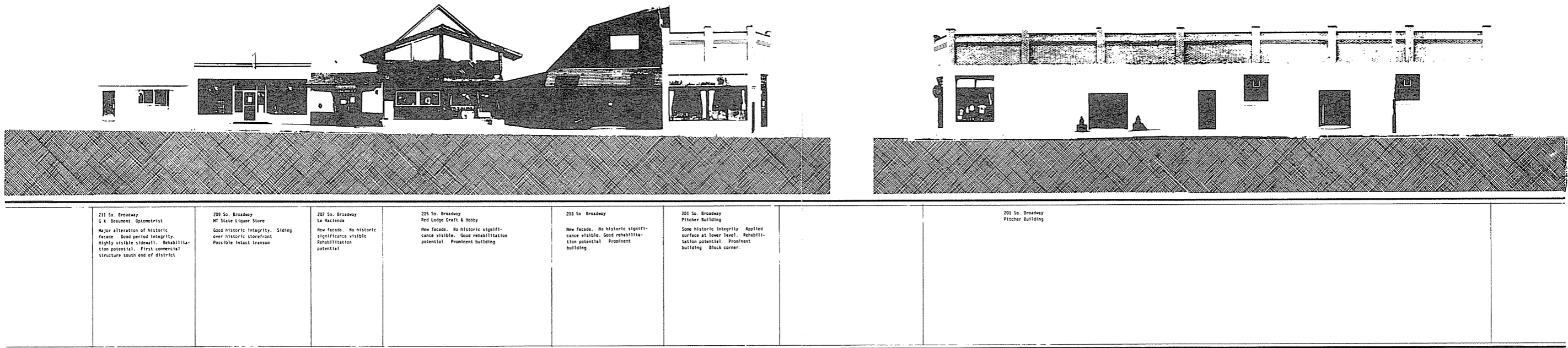
Fig. 45. 43

Proposed Block 18

RED LODGE REVITALIZATION

Michels Raffety Architects

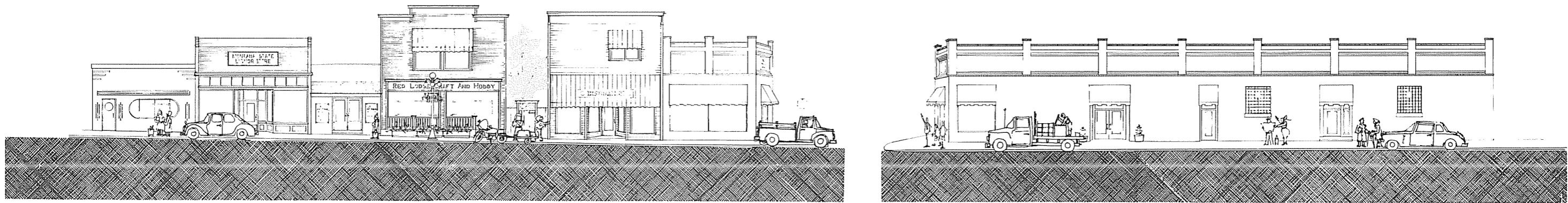
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Existing Block 15 & 14

Fig. 46.

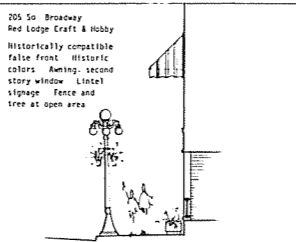
RED LODGE REVITALIZATION



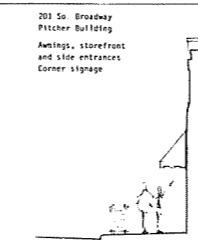
211 S. Broadway
G. K. Braumont, Optometrist
Restore period integrity with decorative trim
Period colors, including sidewalk window signage

209 S. Broadway
MT State Liquor Store
Restore false front with transom
Historic facade and window signage

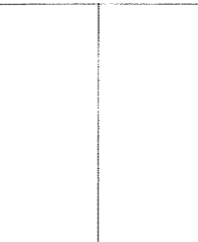
207 S. Broadway
La Macinda
Complete stucco facade without Spanish motif
Earthy tone color
Replace entrance doors
Illuminated signage each side of doors



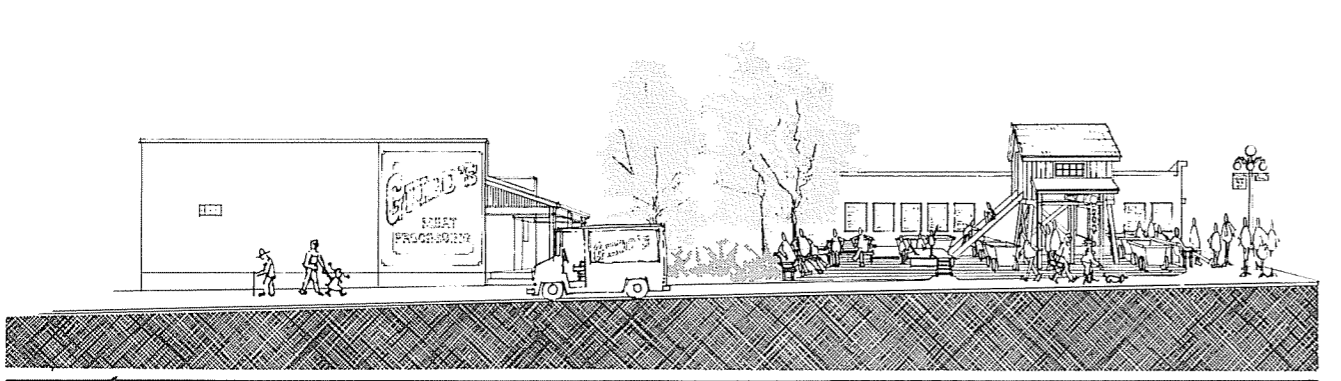
205 S. Broadway
Red Lodge Craft & Hobby
Historically compatible false front
Historic colors
Awning, second story window
Lintel signage
Fence and tree at open area



203 S. Broadway
Historically compatible false front
Historic colors
Awning, storefront and second story window
Awning and window signage

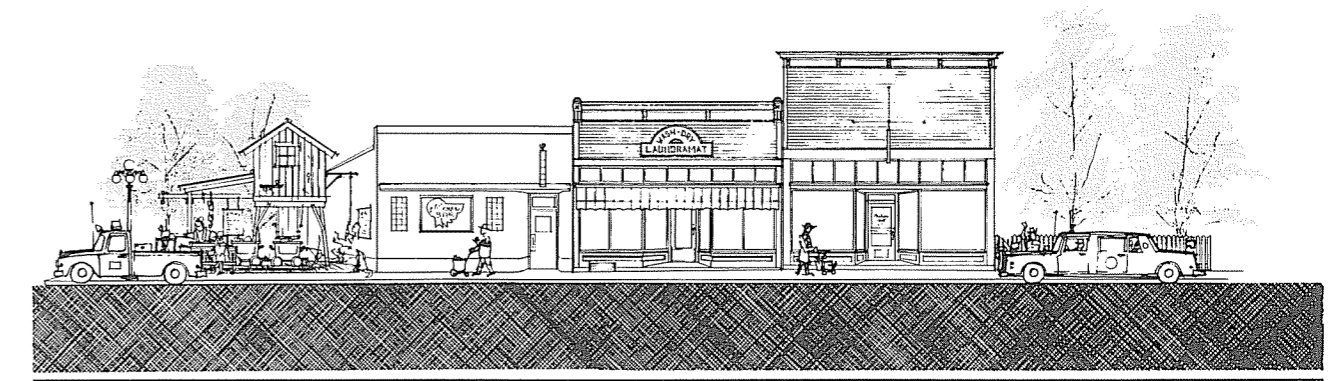
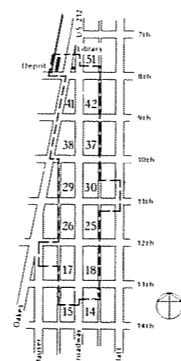


201 S. Broadway
Pitcher Building



202 S. Broadway
Guy's Meats
Historically compatible entry porch
Historic colors
Sidewalk signage

204 S. Broadway



206 S. Broadway
Museum display, landscape seating

204 S. Broadway
Blue Ribbon Bar
Restore period integrity
Stucco sidewalk
Period colors, including sidewalk
Window and projecting neon period signage

206 S. Broadway
Wash-Dry Laundromat
Restore false front with transom
Historic colors
Repair awning
Facade signage

208 S. Broadway
Chateau Condos
Restore false front with transom
Historic colors, including sidewalk
Projecting signage

210 S. Broadway
Vacant lot
Fence at sidewalk
Trees behind building
Tree

Fig. 47.

Proposed Block 15&14

RED LODGE REVITALIZATION

Michels Raffety Architects

1986

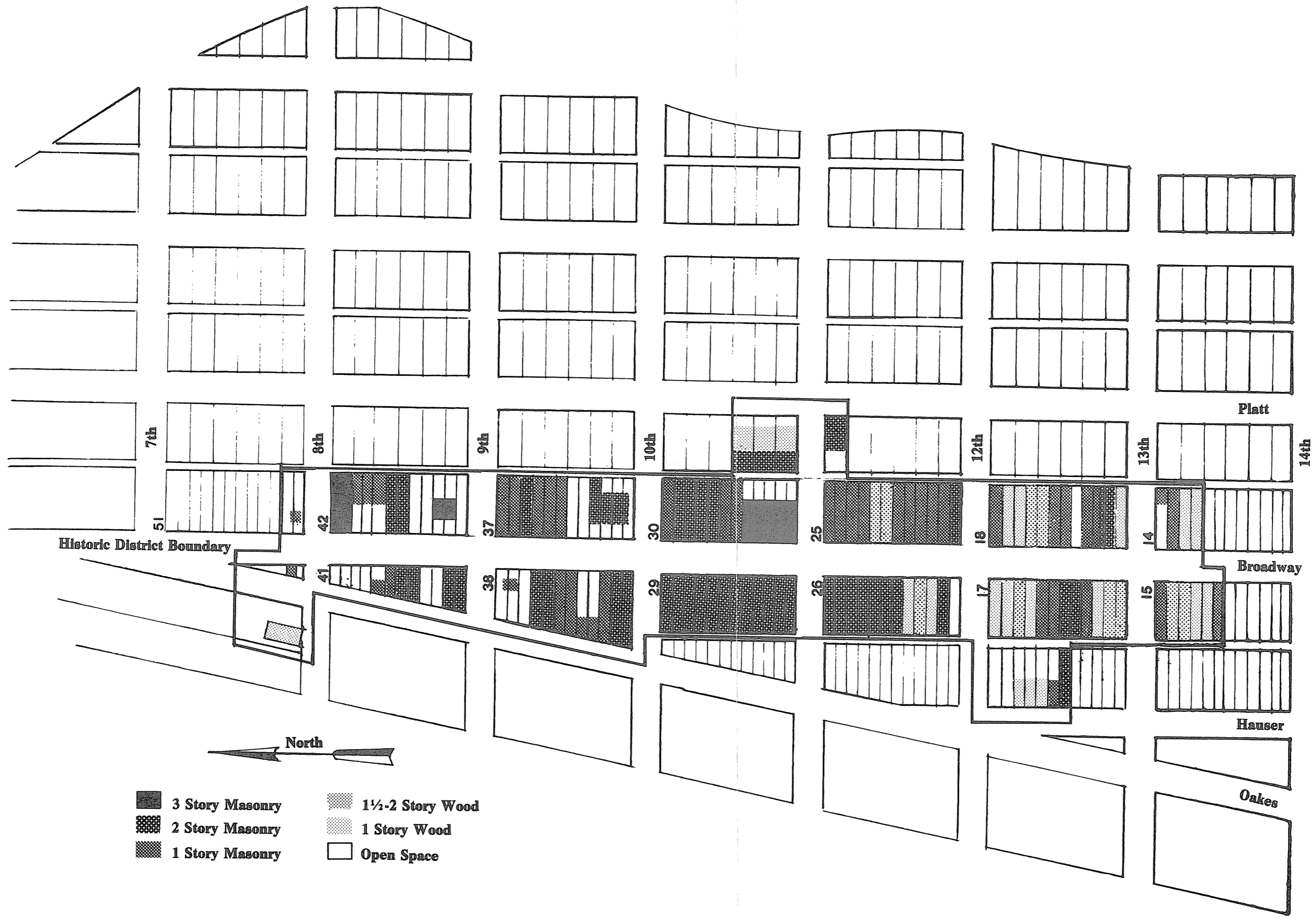


Fig. 48. Map of Historic District showing building types

of one-and two-story masonry buildings separated by open spaces. Looking south of Eleventh we find less two-story masonry buildings, more one-story masonry, and a greater number of wooden buildings and of open spaces. The open spaces to the south are silent reminders of buildings lost by fire. It is this hierarchy of buildings that gives each block a different character and adds interest to the district.

DESIGN APPROACH FOR INDIVIDUAL BUILDING TYPES

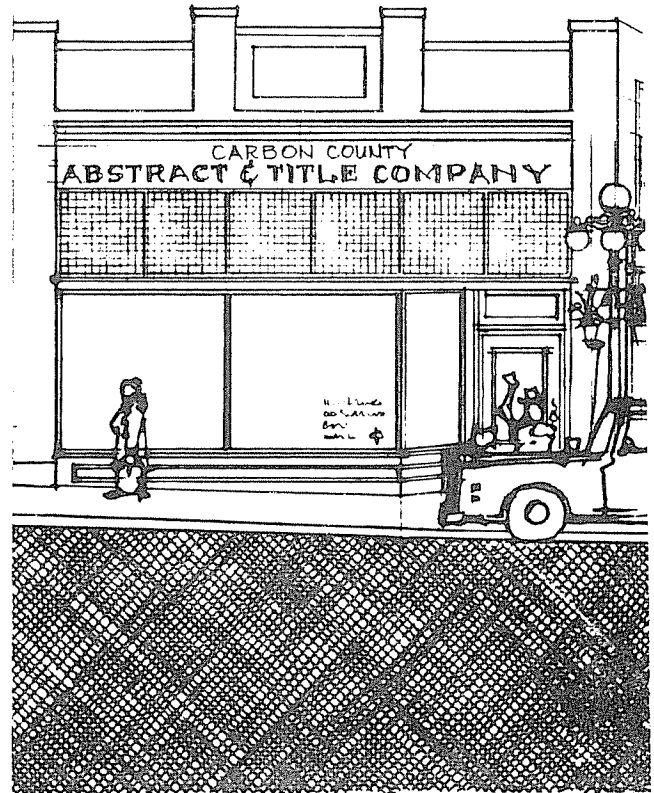
By examining the individual building types that comprise these blocks we can better understand the design process and proposals. Following are all of the building types with a brief discussion of proposals for each type:



Fig. 49. Existing 105 N. Broadway, Carbon County Abstract & Title Company.

One-Story Masonry: This one-story masonry storefront, the Abstract & Title Company, at 105 N. Broadway, has undergone considerable reorganization over time. A color photo of the building from about 1975 showed the building with an off-center entryway and a raised front windowsill. The building had been painted totally white. The white paint has since been removed. Today, the building is an odd combination of some sensitive restoration and a rustic western treatment with

cedar siding, creating a false “historic” appearance. The building appears closer to its original pattern today than it did ten years ago, but the building could be enhanced further. Beneath the three cedar paneled areas in the cornice are brick. By removing the panels the beautiful brick relief of the cornice can be fully exposed and appreciated. The cedar siding, a material with its own intrinsic



105 North Broadway
Carbon County Abstract
& Title Co.

Restore facade and storefront. Paint sidewall as front. Historic colors.
Storefront signage.
Sidewall signage for
109 North Broadway.

Fig. 50. Proposed 105 N. Broadway, Carbon County Abstract and Title Company.

beauty and character, is inappropriate, or out of place on a masonry building. The rustic character of the cedar connotes its tie to log homes and board and batten siding on early farm buildings. The brick it covers, on the other hand, signifies strength and prosperity. Enduring and requiring a minimum of maintenance, it is a symbol of permanence. Whenever possible, brick should be left in its natural state and maintained by periodic repointing and occasional cleaning with appropriate masonry cleaners. It should never be sandblasted.

Traditionally this building had a central entryway, but a rehabilitation may need to work with the current off-set entry. Within this constraint we can still treat the area above the plate glass windows in a sympathetic manner by glazing the transom area, or by installing an awning that would have covered the original transom. In many rehabilitations the owner is justly rewarded in his efforts by discovering the original leaded glass transom intact behind the existing paneling. If the transom is discovered but some transom glass is damaged, a good approach for repair is to remove a particular area (usually a center section) and replace it with a piece of plate glass. The extra glass tiles should be used for replacing the missing or broken glass tile, and the newly installed piece of plate glass in the center becomes a natural place for signage.

The final area to address is the street level storefront entry. No longer a retail building, the windows have been reduced in size and the bulkhead has been replaced by a rather high sill. The current owner, in keeping with the rustic motif, has veneered this surface with a rubble of moss rock. While this material has its own natural beauty and place, it does not have a history of use in commercial western vernacular architecture. Used here it is out of context and becomes trite. It would be better to install taller windows, and to use a standard relief panel treatment for the bulkhead area below the plate glass. This would reestablish a vertical window mullion spacing that will align with the vertical mullions in the transom above. If changing the existing window pattern is

unfeasible, remove the stone from the wall area below the windows and panel with a hardboard and trim detail. Because this area is not a re-creation of the original pattern the paint color is critical, with the objective being to downplay this area and draw attention to the stronger elements of the facade—the transom and the cornice.

Once one reestablishes the basic pattern of the facade, one should examine the proportional elements of the facade before selecting signage. Older buildings, especially masonry buildings, usually have several areas conducive to signage. The sign, if properly scaled, can find a place on the facade where it fits. Through use of appropriate color and placement with careful choice of lettering, the sign and the entire facade composition can work together.

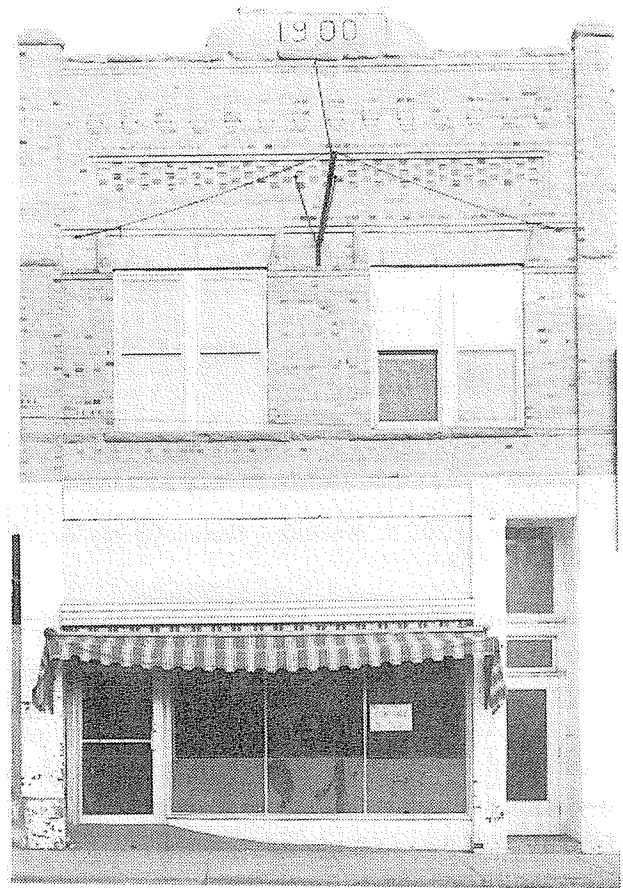


Fig. 51. Existing 17 S. Broadway, Pitcher Building



Restore facade and storefront with transom.
Historic colors. Awning.
Lintel signage.

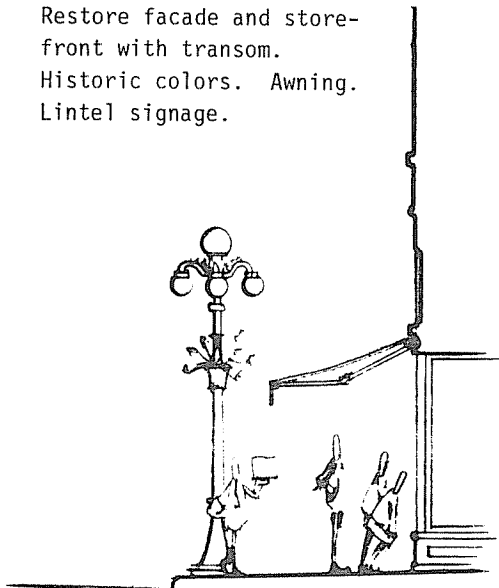


Fig. 52. Proposed 17 S. Broadway, Pitcher Building

Two-Story Masonry: In this example, the Charles Antilla Building (Pitcher Building) at 17 S. Broadway, the body and the cornice remain intact, but the storefront has been substantially remodeled. The upper portion needs some minor cleaning and repointing. The second-floor windows need an appropriate color of paint to enhance and visually relate them to the lower facade. The supporting structural system that defines the facade from the second-story to the sidewalk has been visually hidden by paint. By removing the paint from the three brick piers and by detail painting the steel lintels a deep metal color (i.e., deep charcoal or blue/black), the visual structural strength will be restored. The second floor will no longer appear to float above the white painted facade. Once the piers are exposed they will define the areas for the building storefront, the larger area being the main entry, and the smaller area being the minor entry for second-floor access. The redesign draws its pattern from the historic photograph and reestablishes the storefront with a central entry. (see Fig. 52) An alternative to rebuilding the central entry would be to emphasize the existing transom area by painting the paneled surface or actually reglazing, and to rebuild the awning, paint out the raw aluminum window framing, and paint the area below the front plate windows a neutral deep tone that suggests cement or stone. The process is one of expressing and emphasizing various elements of the building. Doing so can achieve wonderful results even with a modest budget.

Three-Story Masonry: In a relatively small historic district three-story masonry buildings become key to the district by virtue of their physical size. The taller the building, the more important it becomes to improve the building's pedestrian street-scale. A person standing near a 40 ft. tall building can feel overwhelmed by its sheer height. The Spofford Hotel (Pollard Hotel), one of the most prominent buildings in the district, has a street-scale device built into its design that helps the passerby feel more comfortable. This design element is the romanesque arcade that adorns the top of the street-level windows. The arches serve a

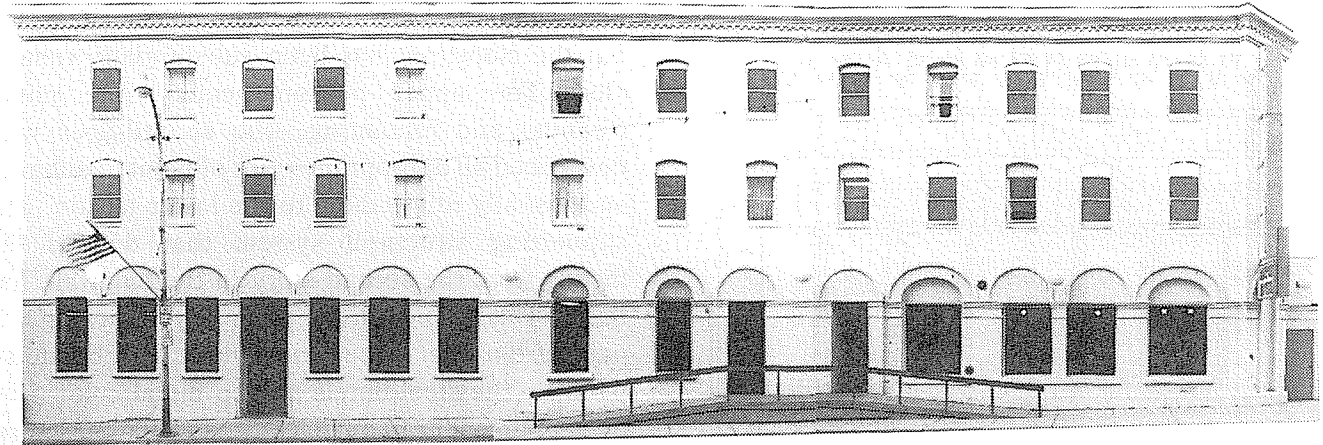


Fig. 53. Existing 2 N. Broadway, Pollard Hotel

dual purpose. They distinguish the base of the building from its body, and they relate to the sidewalk by creating a breaking point on which the eye can focus to interrupt the vertical plane of the wall. Arches were appropriate for this hotel because of their function, but they are not appropriate for the typical commercial building. Arches are often misused in storefront openings. Today some of the significant problems with this building are its poor choice of color, the lack of a definite entryway, over-scaled signage, and inappropriate additions and alterations. Through sensitive redesign, all of these problems can be overcome to re-create the early hotel image.

Brick buildings of this size become a real show-piece when detailed properly. Here the brick has been painted a white and yellow combination that visually reduces the building's presence. To return to the original natural brick by chemically stripping the paint would be extremely expensive, if not cost-prohibitive, and in this case the paint acts as a protective coating for the early period soft brick. However, a surprisingly natural brick appearance can be achieved by using a red paint color mixed with a certain amount of orange and brown. One manufacturer calls this color "cat-tails." If sandstone must be painted, use a warm tan/gray color, and for granite sills, a warm gray produces a color similar to the original material.



Fig. 54. 11th Street side of Pollard showing existing sign.

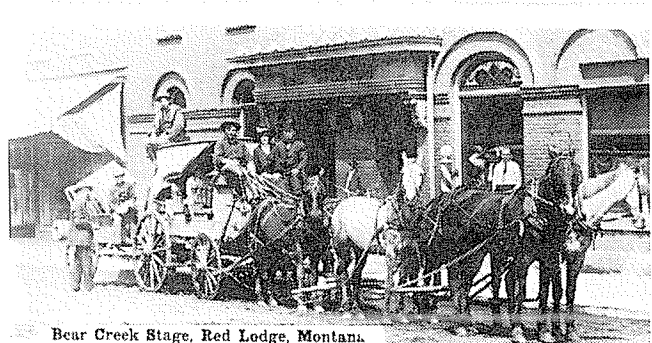
With the major portion of the building painted in original tones, the other elements such as metal flashings and window trim attract attention with accent colors.

Metal cornice flashing can be visually effective when painted a natural metal color to simulate weathered copper or cast iron. A dark almost black/green or black/blue color works well. Window trim colors are a very subjective decision.

A good rule is to choose ones that will compliment others in the total building composition, such as a color in a sign, logo, awning, or interior theme. Prior to purchasing paint, check color chips against one another to avoid having colors that do not work well together.

The entry to any commercial building is an important feature. It is the single element that indicates where to enter the building. Notice the ornate canopy over the historic entrance to the hotel and compare it with the current photo of the existing building (Fig. 53). Today an uninviting ramp is the only clue to distinguish the entrance. The historical photograph provides the inspiration for the redesigned entryway and the canopy with the name plate that makes the visual statement of an "entrance."

The existing Pollard Hotel sign is a good example of "overkill." It is out of scale and should be completely removed. By painting the building and constructing an entry canopy with the hotel name, the need for additional signage is greatly diminished. If the owner feels that more is



Bear Creek Stage, Red Lodge, Montana.

Fig. 56. Canopy on Pollard Hotel, ca. 1900.

needed, the north facade wall is a good place for a illustration (Fig. 57). This location gives good visibility and remains in keeping with traditional signage.

Certain alterations to the Spofford have occurred due to changes in use and rearrangement of the floor plan. Some windows that are no longer visible in the hotel rooms still appear on the exterior, but have been paneled over with plywood. If the plywood must remain, it should be painted a dark, almost black color to re-create the

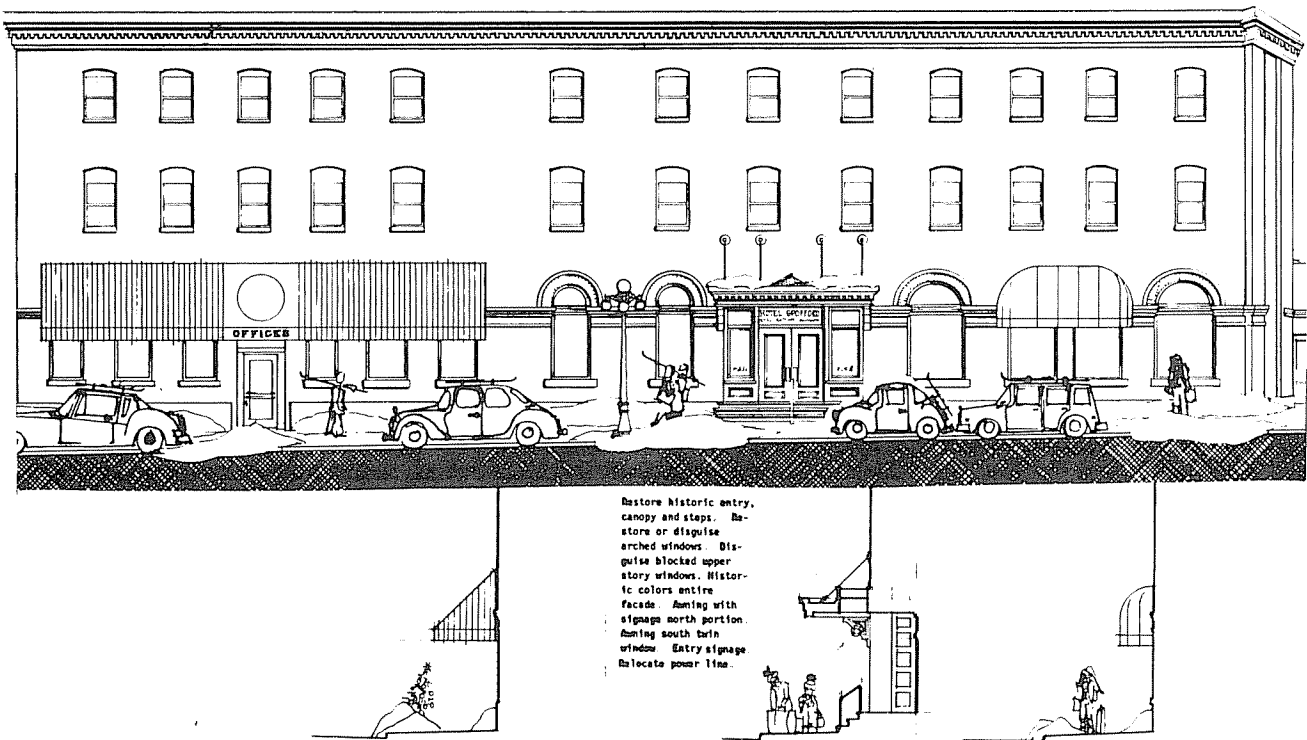


Fig. 55. Proposed 2 N. Broadway, Pollard Hotel



Fig. 57. Historically, side-walls of building were used for advertisement

impression of a window and be trimmed with wood to simulate the window frame. All of the second- and third-floor windows have had the sills raised. The expensive masonry work to accomplish this could have been avoided had full-sized replacement windows been installed, which would have preserved the original fenestration pattern.

In the redesign, two awnings are shown. The larger awning is used to define the office section of the building, re-creating some of the feeling the building had when that portion was the Golden Rule department store, and later a J.C. Penney's store. The barrel vault awning is used as a masking device to hide alterations to the window patterns. (Please refer to **Example Buildings** section) The awnings also add color and scale to the streetscape.

One-Story Wood With False Front: The design of the J.R. Smedburg's Saloon (Snag Bar) at 107 S. Broadway, is probably one of the oldest commercial wood front patterns. A gable roof structure is given a commercial appearance by erecting a false front. Being one of the earliest designs, it also is the most likely to have undergone extensive alterations. In a case where original facade is completely covered one should find historic photo-

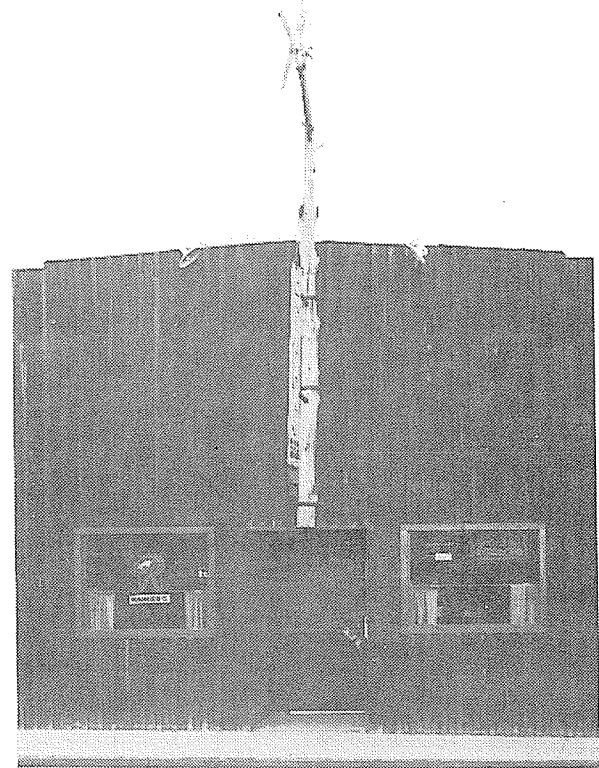
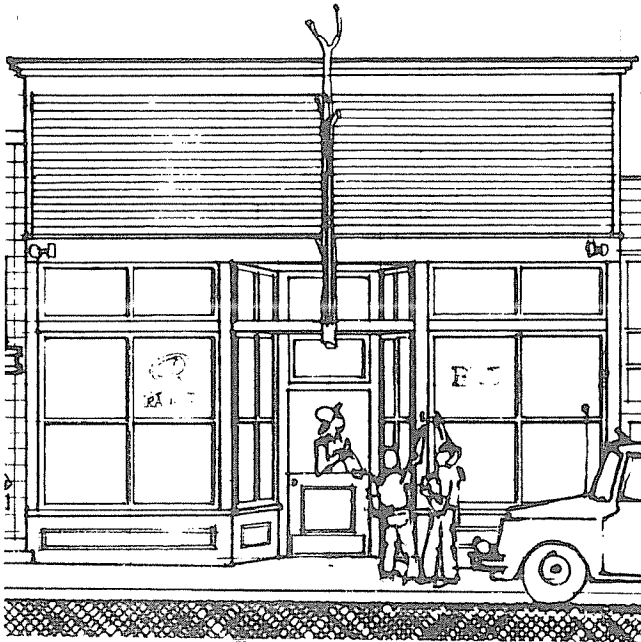


Fig. 58. Existing 107 S. Broadway, The Snag Bar

graphs and do some on-site facade investigation. Pull off a couple of boards or pry up a panel and take a peek underneath. Generally the alterations



Restore facade with transom. Historic colors, front and sidewall. Rescaled projecting signage, illuminated.

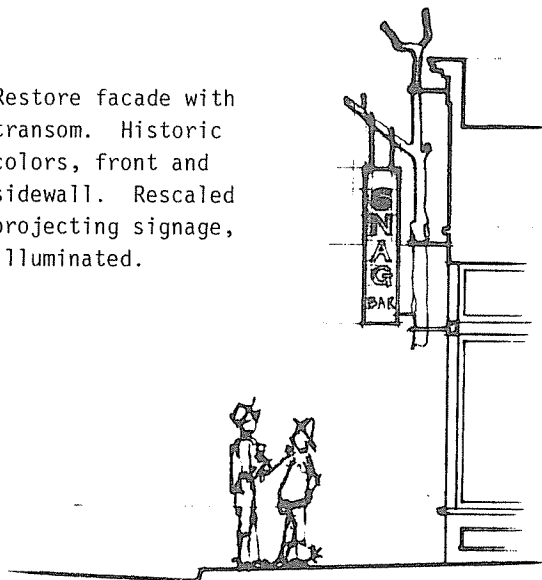


Fig. 59. Proposed 107 S. Broadway, The Snag Bar

were merely applied over the original facade. A substantially altered building will not be eligible for rehabilitation tax credits. However, if the alterations are removed and sufficient original historic fabric is found, the building owner can ask for a reevaluation, and may find the building will qualify.

On this type of building the false front traditionally was sided with narrow horizontal clapboard siding or a drop lap siding with 5''

exposure. This narrow siding, by its delicacy and horizontal shadow line, creates the "period" character. Much like the masonry buildings of the era, the ceilings were high and the glazing area large. Earliest window patterns of this style divide the main windows into four lites with a delicate mullion between the windows. The bulkhead beneath the window was typically paneled with a narrow rectilinear trim and relief panel. Wood area was minimized, glass area was maximized for natural light and window display. Although returning to this pattern is the optimum solution, doing so is not always appropriate for the current use. When an owner has a business that does not rely on natural light or window display area, an alternative to the original pattern might be necessary. For a tavern such as the Snag Bar, one solution is to glaze the area as shown in the original photographs and install blinds or drapes in the windows. It is best to trim the area below the windows, the bulkhead, with the traditional wood relief panel pattern.

One And One-Half-Story Wood: The Montana Bakery (C-Mor Real Estate) at 110 S. Broadway and the two adjacent buildings to the north are a group of early wood frame commercial buildings with false fronts. Examination of the existing condition survey shows the upper portion of the three buildings paneled with vertical ribbed aluminum in an attempt to make them appear as a single building. The aluminum had been applied so closely around the double-hung windows that the trim was completely covered, giving the appearance that the windows had been cut out of the facade by a sharp instrument. The sign "Value Village" disrupted the composition, as it had no proportional relationship to the other elements of the facade. It is an example of signage applied without any consideration for the compositional elements or the area of the building upon which it is placed. The three storefront entryways still reflect patterns commonly used in the 1920s and 1930s, with the exception of some alterations to the base and trim. The rustic cedar trim and the used-brick base appear to be 1970s-1980s applications over original materials.



Fig. 60. Early photo ca. 1900, Montana Bakery currently C-Mor Realty

Investigation of historic photographs revealed three distinct wooden cornices capping the false fronts of horizontal clapboard siding. The Montana Bakery photograph shows the earliest storefront pattern on the current C-Mor Real Estate. The initial step for rehabilitation of these buildings

would be to remove the aluminum cladding. If upon removal of the aluminum the original materials were discovered to be intact, the owner could then contact the Carbon County Historic Preservation Office or the SHPO for an evaluation of historic integrity in order to qualify for rehabili-



Fig. 61. 108, 108½, 110 S. Broadway before rehabilitation

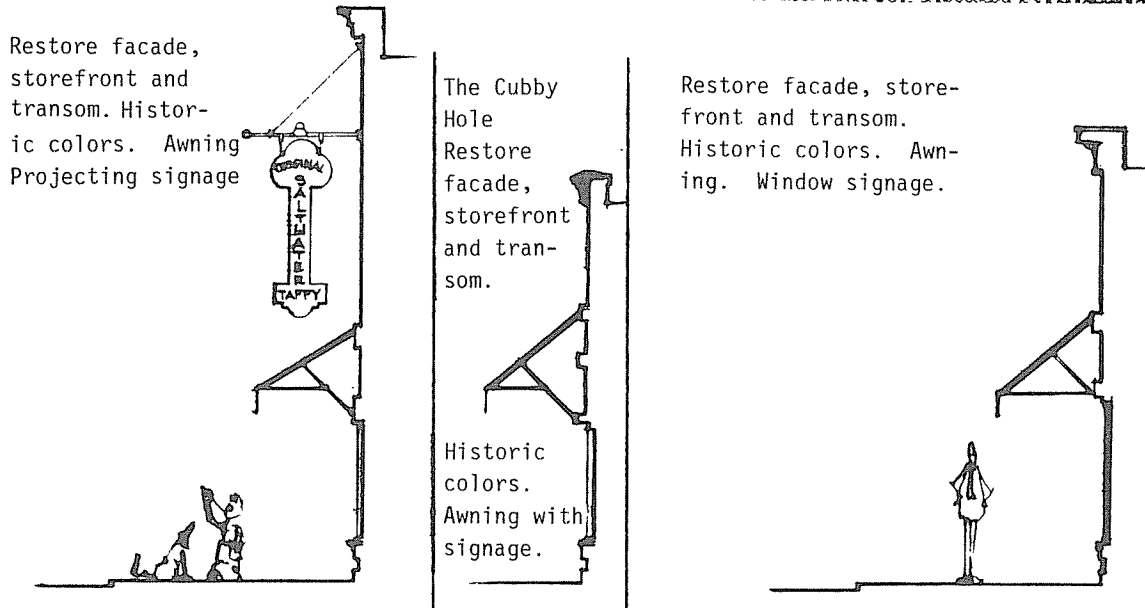


Fig. 62. Design drawing, 108, 108½, 110 S. Broadway, Taffy Pantry, Cubbyhole, C-Mor Realty

tation tax credits.

This particular building is one of the participating examples in this Plan. The work was actually done from complete working drawings and specifications to demonstrate the value of professional quality rehabilitation. Budgetary constraints dictated that the cedar trim and brick veneer on the base would remain. Upon removal of the aluminum cladding, two of the buildings still

had their original drop lap siding intact, and in good shape. On the tiny building in the center the siding had been removed and only a wood board substrate remained. In the rehabilitation, cornices were designed and built, existing trim and siding on the false fronts were refurbished, and matching drop siding was installed on the false front of the center building. The rustic cedar was painted with a color that matched the false front trim. Awnings

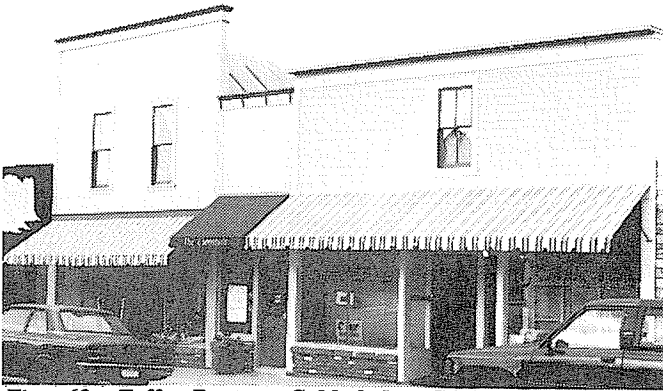


Fig. 63. Taffy Pantry, Cubbyhole, C-Mor Realty after rehabilitation

were designed and installed for shade and scale. The buildings now appear as three individual buildings with traditional detailing.

Multi-Story Wood: The Finnish Hall and Opera House (Carbon County Coal Company) is the largest example of wood frame construction in the district. The cornice expresses the gable roof that

is partially hidden behind the false front. Extensive alteration has taken place on the upper facade and storefront entrance. The once narrow clapboard sided building has been covered by stucco and applied trim to create a half-timbered appearance. Such false characterizations of style are usually discouraged. In this case, short of doing a complete facade rehabilitation with new clapboard siding, the building could be painted to blend the half-timbered trim into the facade. By eliminating the sharp contrast between the trim and the stucco the facade would more nearly resemble its original appearance.

The infill areas above and to the sides of the plate glass windows on either side of the entryway could be painted dark to imitate the appearance of a storefront across the entire width of the facade. Above this existing storefront a panel and trim detail could reestablish the transom proportions. The best historically correct facade could only be achieved by a substantial rehabilitation based

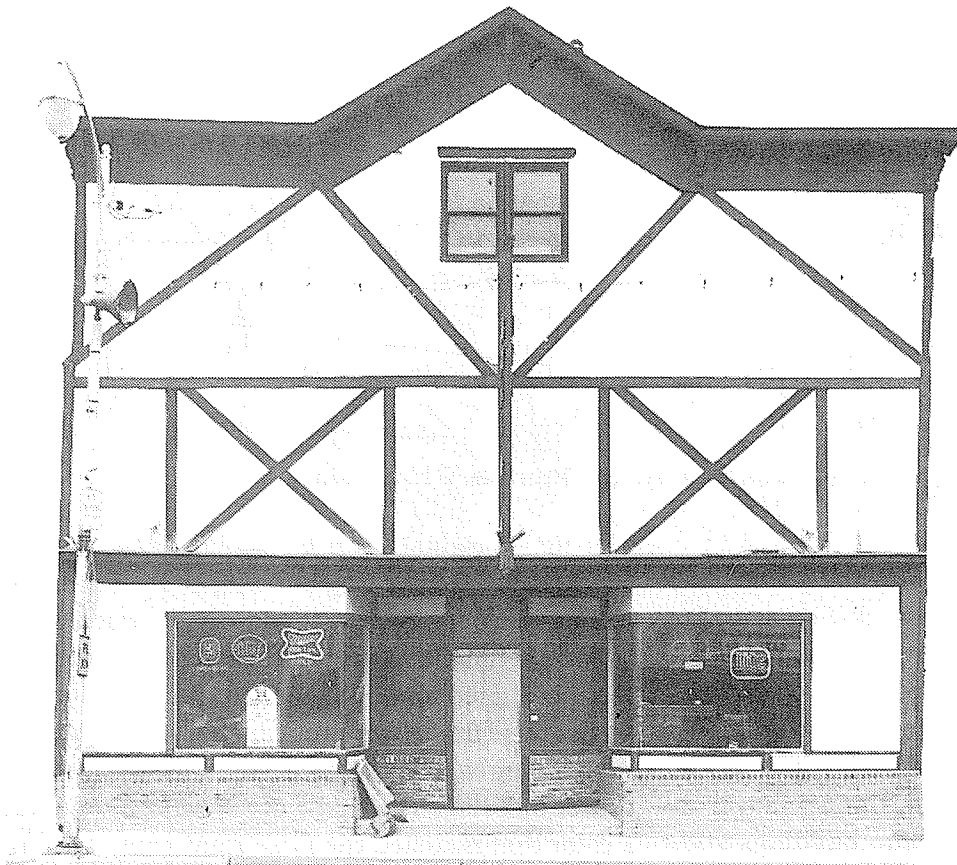
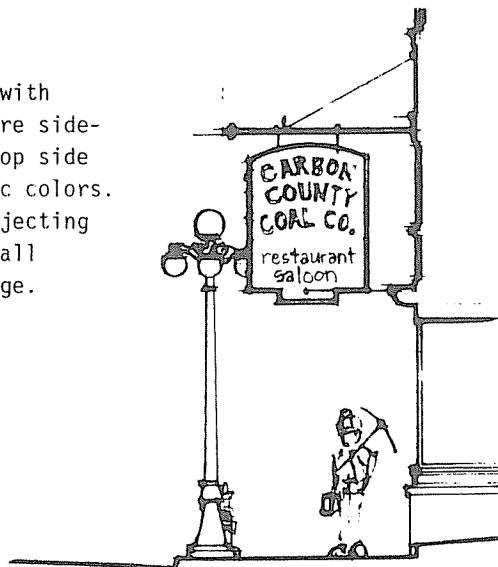


Fig. 64. Existing 123 S. Broadway, Carbon County Coal Company



Fig. 65. Proposed 123 S. Broadway, Carbon County Coal Company

Restore facade with transom. Restore side-walls. Redevelop side entry. Historic colors. Illuminated projecting signage. Sidewall community signage.



upon information from historic photographs. Cosmetic paint treatments, however, would help blend the building into the district and diminish its attempt to look like European half-timber, something it never was.

One-Story Stucco: Acknowledgement of style is important regardless of the era. This building, 211 S. Broadway, is exemplary of the Streamline Moderne or late Art Deco period from 1930-1940. The style relies heavily on simplicity of form.

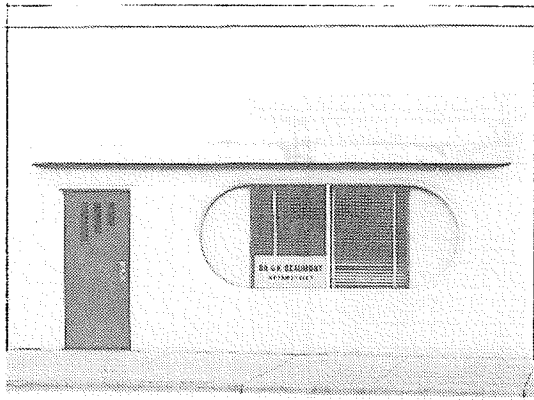
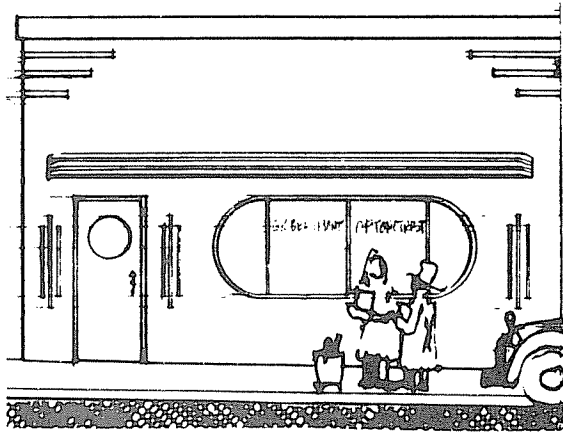


Fig. 66. Existing 211 S. Broadway



Restore period integrity with decorative trim.
 Period colors, including sidewall. Window signage.

Fig. 67. Proposed 211 S. Broadway Optometrist office

Subtleties in this style make the difference. Enhancement of the horizontal cornice band and the canopy band by paint would strengthen the linear streamlining of the style. Restoration of a porthole window in the entry door would reinforce the circular form seen in the main facade window.

Neon, located in the window or on the area between the canopy band and the cornice, is a very appropriate form of signage for this type of building. Note in the redesign that additional decorative trim has been added to further enrich the ornament of the style. This trim is easily reproduced with stainless steel and a clip assembly fabricated by your local sheet metal shop. With a minimum budget and proper direction, this building can be transformed from a basic example of the Art Deco style to the essence of that style. The importance of this example lies in the recognition of how small the gap between average and high-style can be.

Set-Back Buildings: Deep set-back buildings break the plane of the street-facades and visually disrupt the continuity of the block. Boundary defining elements shown in Block 38 at 109 N. Broadway, (Denni's Body Shop and Used Car lot) or a fence and column detail as shown in Fig. 71 at 119 N. Broadway can be effective devices for beautification and signage. A fence to define the boundary around the new drive-in bank would distract the eye from the new construction and allow the historic-type wrought iron fencing and brick pilaster to take visual precedence. The fence



Fig. 68. Existing 109 N. Broadway showing loss of facade plane of street

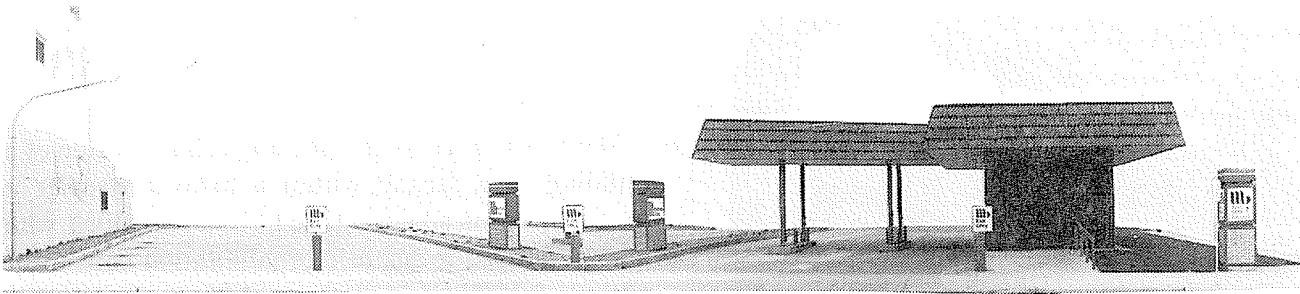


Fig. 69. Existing 119 N. Broadway, Montana Bank Drive-In

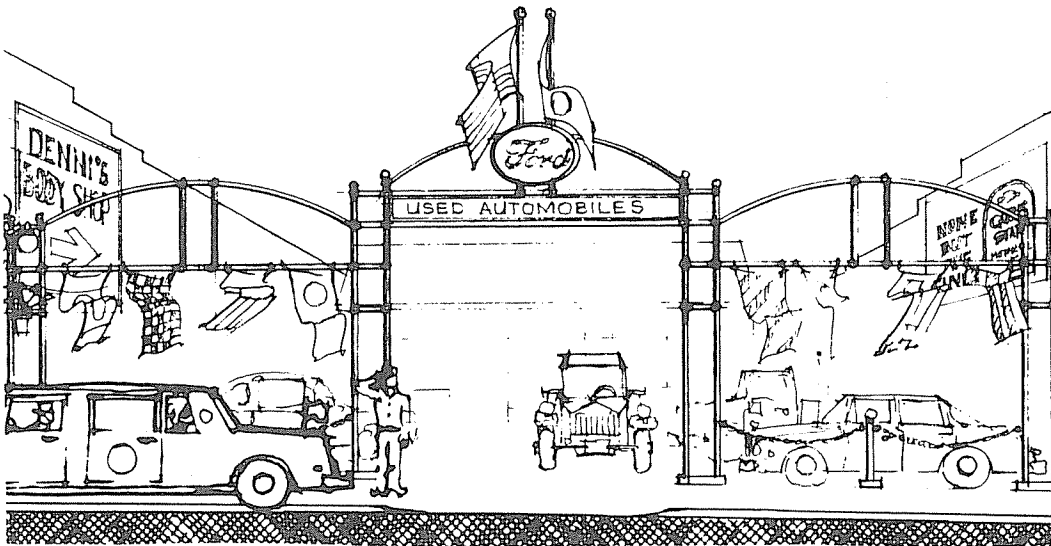


Fig. 70. Proposed 109 N. Broadway, Denni's Body Shop

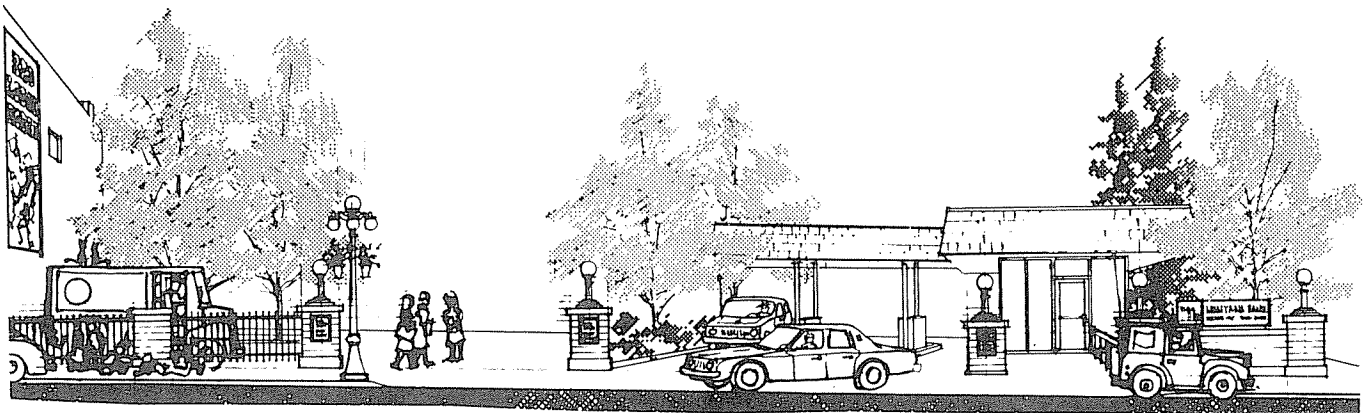


Fig. 71. Proposed 119 N. Broadway,

would complete the facade plane of the street by filling in the voids. For future protection of the historic streetscape the zoning ordinance could

require that commercial buildings be constructed on the front lot line.



Fig. 72. Existing 106 S. Broadway, Beartooth Insurance, Realty

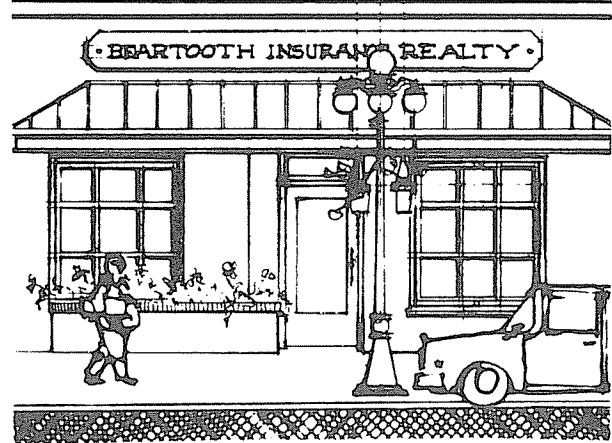
New Construction: Numerous examples of ways to blend new buildings with the old are interspersed throughout the proposed Block-by-Block designs. Each building must be itself as a unique expression, while it complements the alignment, context, and historical elements of the neighboring buildings. For example, the Beartooth Insurance and Realty located at 106 S. Broadway is a new building that has been constructed with appropriate contemporary materials of brick and plate glass on the sidewalk entry level. The central entry pattern is traditional and readily relates to the district. Elements that do not visually harmonize with the historic fabric of the district are the vertical wood on the upper half of the facade, the size and type of signage, and the type of entry door. Alterations suggested by the redesign include installation of a fixed solid canopy on the vertical wood area. The canopy, detailed in a contemporary style so as to be compatible with the modern facade, relates in form to a traditional awning projection. The sign could be placed in the area above the canopy in a lettering style commonly used for historic signage such as Helvetica or Roman. These two new elements would attract the eye and de-emphasize the vertical wood upper facade. Other suggested alterations are the replacement of the Tudor style residential door with a standard commercial door of either wood or metal, and the addition of wood mullion applique to give the windows more character.

A number of other structures are shown in the

proposed block drawings with various approaches for redesign of noncontributing buildings.

EXAMPLE BUILDINGS

When an owner is considering rehabilitation of a building or a facade within a historic district it would be to his advantage to have an architect who is experienced in historic rehabilitation consult or provide full services on the job. Three Red Lodge businessmen paid for the preparation of full plans and specifications that are shown here as examples of further work that should be done on each structure prior to rehabilitation. The working drawing for the Pollard Hotel and C-Mor Real Estate, along with the construction specifications, Continued on page 71



Compatible brick storefront. Window mullions. Metal hipped canopy. Facade signage.

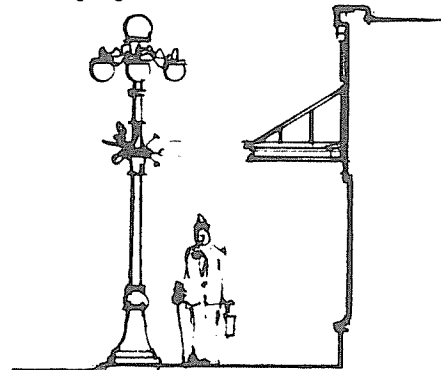
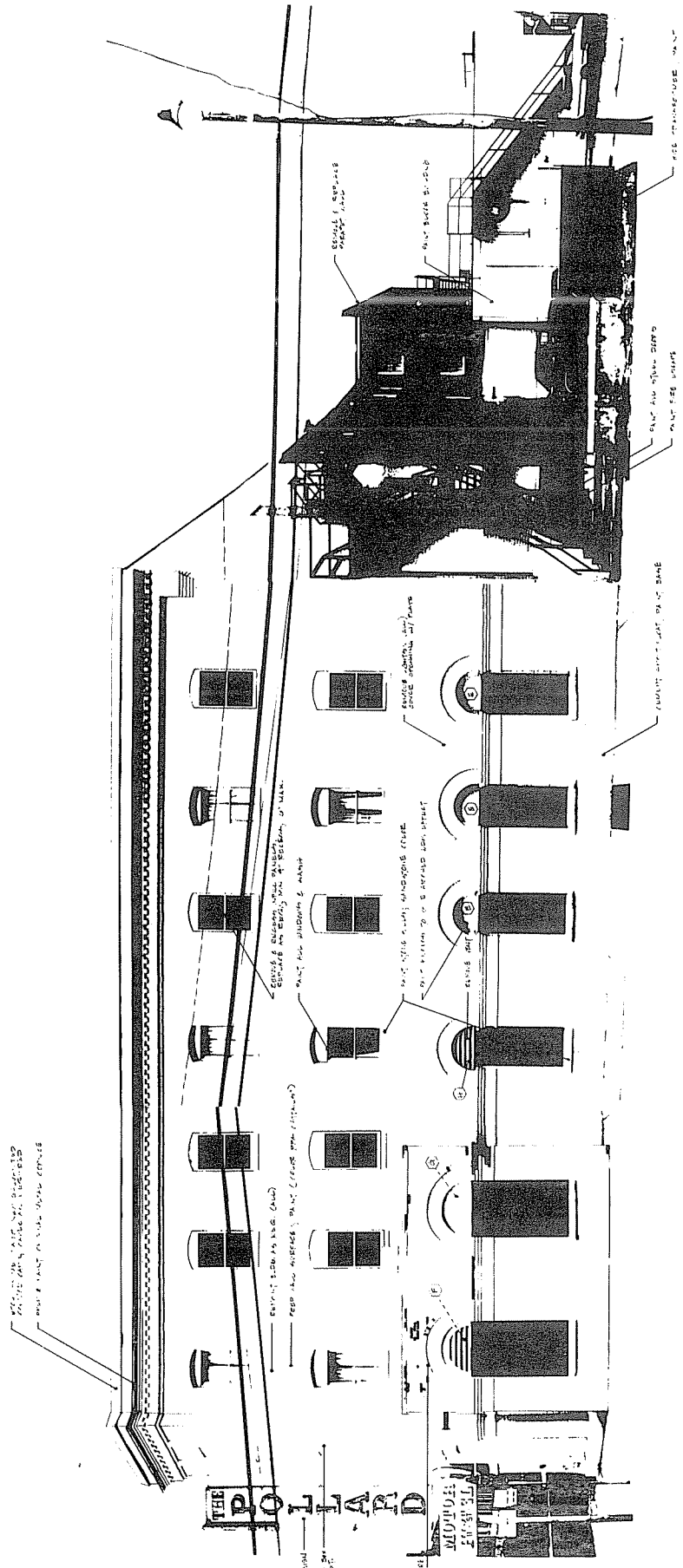
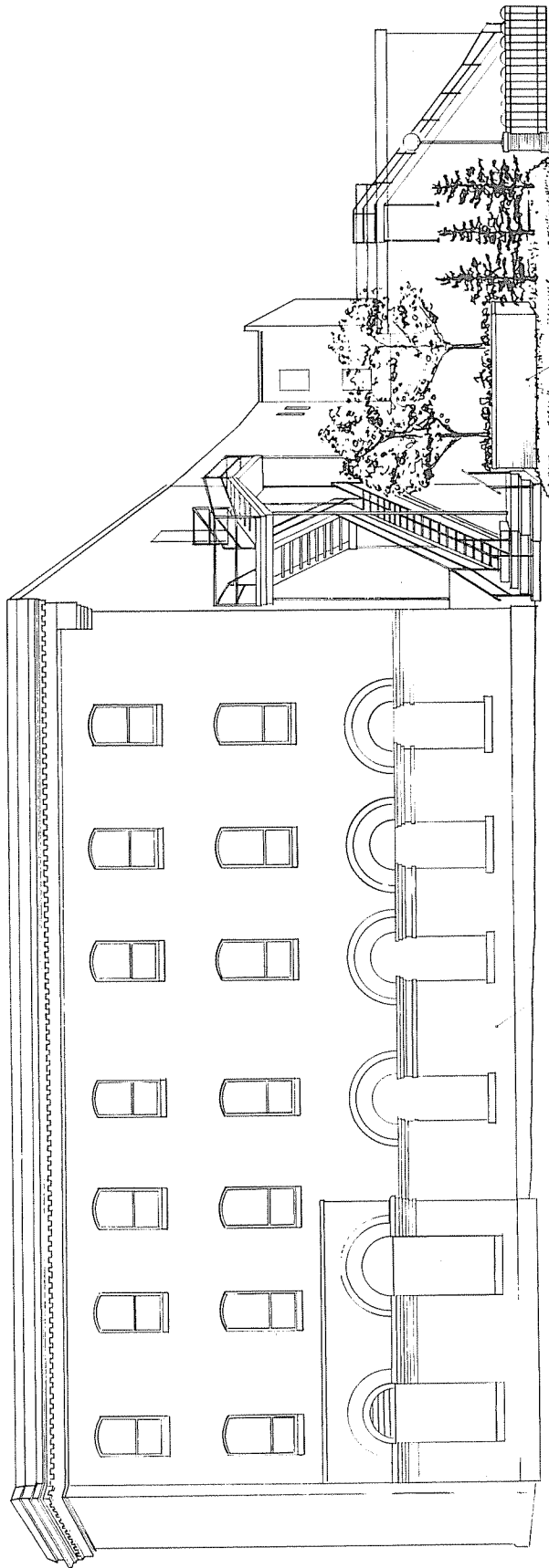


Fig. 73. Proposed 106 S. Broadway, Beartooth Insurance



EXISTING SOUTH ELEVATION TO MAJOR IMPROVEMENT. THIS PLACE

Fig. 76. Pollard Hotel working drawing



--- BUILDING WORKS - SHEET # 3

SOUTH ELEVATION

PLANTING & LANDSCAPE
SEE SHEET # 4

--- SEE SHEET # 4
FOR DETAILS



POLLARD HOTEL
REHABILITATION

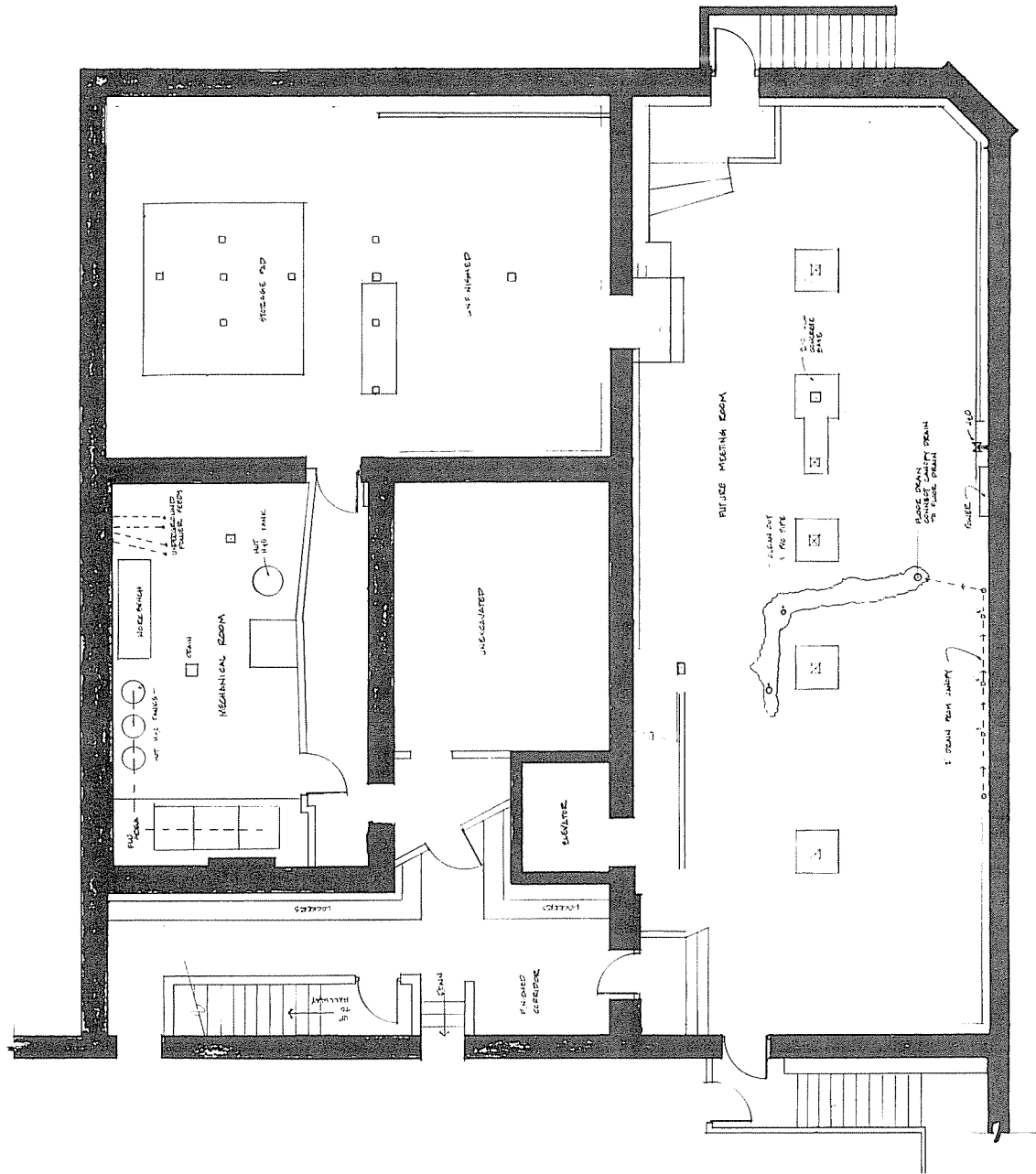
DESIGNED BY: E. J. BOE

MICHEL'S SAFETY ARCHITECTS
ARCHITECTS

SOUTH ELEVATION

SHEET
4

Fig. 77. Pollard Hotel working drawing



BASMENT FLOOR PLAN
1/4" = 1'-0"

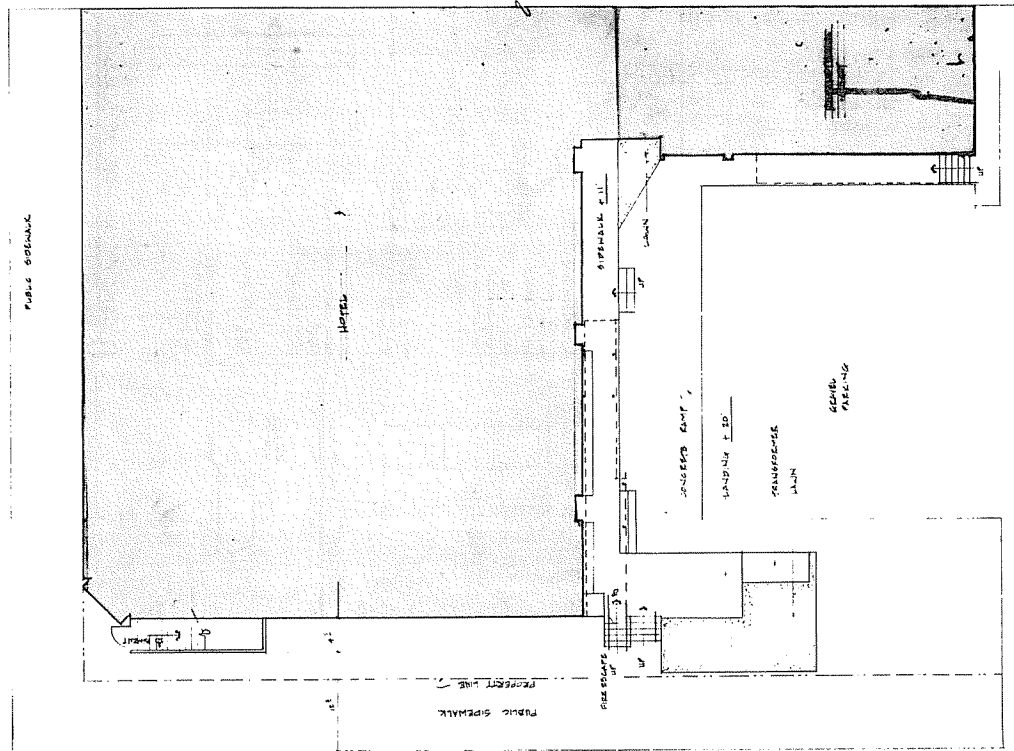


ROLLARD HOTEL
REHABILITATION

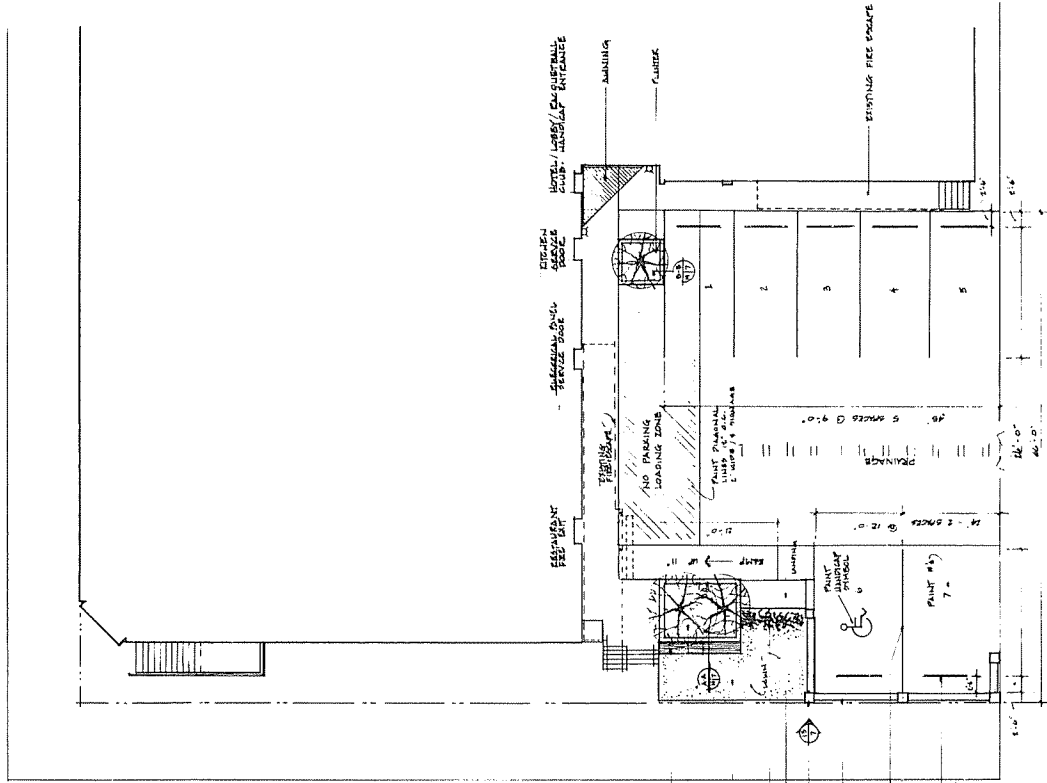
NICHOLS SAFETY ARCHITECTS
ARCHITECTS

P.L.S.

Fig. 78. Pollard Hotel working drawing



EXISTING SITE PLAN
SCALE: 1/8" = 1'-0"



NEW SITE PLAN
SCALE: 1/8" = 1'-0"

- (REMOVE) EXISTING PAINT BEHIND CHAIRS
- EXISTING LAWN
- REPLACE EXISTING EXISTING TRANSFORMER
- RELOCATE EXISTING REST
- RELOCATE EXISTING REST
- RELOCATE EXISTING REST
- PAINT #1 (WHITE)
- PAINT #2 (WHITE)
- PAINT #3 (WHITE)
- PAINT #4 (WHITE)
- PAINT #5 (WHITE)
- PAINT #6 (WHITE)
- PAINT #7 (WHITE)
- CONCRETE SURFACES TO BE REPAIRED & REFINISHED
- CONCRETE SURFACES TO BE REPAIRED & REFINISHED
- CONCRETE SURFACES TO BE REPAIRED & REFINISHED

POLLARD HOTEL REHABILITATION

PROPOSAL: P-7-85

NICHOLS SAFETY ARCHITECTS

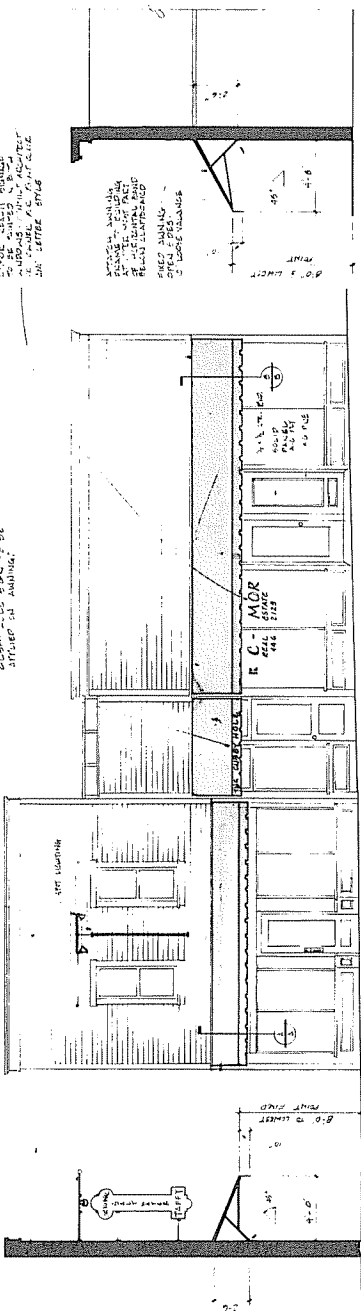
ARCHITECTS

1000 BROADWAY AVE., SUITE 1000
NEW YORK, N.Y. 10018

EXISTING & RENOVATED SITE PLAN

Fig. 81. Pollard Hotel working drawing

PROVIDED SIGN TO BE RELOCATED NEW SIGN.



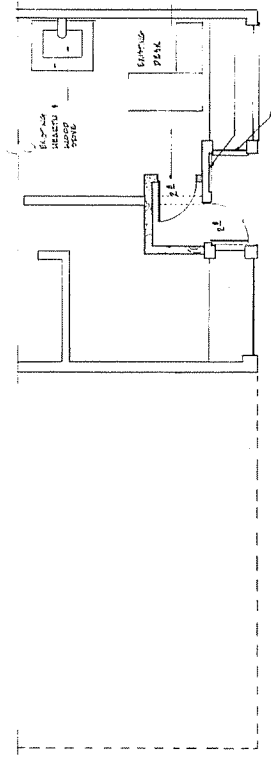
AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN. AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN. AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN.

AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN.

PROFILE B-B

NEW ELEVATION WITH AWNINGS

PROFILE A-A



AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN. AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN. AWNING SHALL BE 2" MIN. CLEARANCE TO SIGN.

PROPOSED AIR-LOC ENTRY PLAN

Fig. 83. C-Mor Realty working drawing



C-MOR REALTY
 EXPIRES: 7-27-86

MICHAEL R. JEFFREY ARCHITECTS
 ARCHITECTS
 100 S. GARDEN ST.
 BOZEMAN, MT 59701
 AWNINGS ENTRYWAY SIGNAGE

C-MR
 2

are called the construction documents of a contract. With these an owner has the advantage of seeking competitive bids with the assurance that all the contractors are bidding on the same scope of work. Using these documents the owner can determine what the project will cost prior to making a decision to carry out the work. If the construction bid exceeds the owner's budget, alterations of the scope of work shown in the construction documents will bring the project into budget.

The best result is achieved when the initial planning has been properly done. By examining

the following drawings, one can easily distinguish the difference between the design schematics of the proposed Block-by-Block examples and the documents for construction.

Each task detailed on the drawings is further explained in the construction specifications. The following is an excerpt from the specifications that explains masonry repointing on the historic structure.

Because each building differs in the approach and the scope of work, a set of drawings must be
Continued on page 76

DIVISION 4 MASONRY	SECTION 04500-1 RESTORATION AND CLEANING
-----------------------	--

PART 1 - GENERAL

RELATED DOCUMENTS:

Drawings and general provisions of Contract, including General and Supplementary Conditions and Division 1 Specification sections, apply to work of this section.

DESCRIPTION OF WORK:

Extent of each type of masonry work is indicated on the drawings.

SUBMITTALS:

Samples: Submit, for verification purposes, samples of each exposed masonry unit and colored masonry mortar, if any. Include in each set of samples the full range of exposed colors and textures to be expected in completed work.

JOB CONDITIONS:

Protection of Work: During erection, cover top of walls with water-proof sheeting at end of each days' work. Cover partially completed structures when work is not in progress.

Extend cover a minimum of 24 inches down both sides and hold cover securely in place.

Staining: Prevent grout or mortar or soil from staining the face of masonry to be left exposed or painted. Remove immediately grout or mortar in contact with such masonry. Protect base of walls from rain-splashed mud and mortar splatter by means of coverings spread on ground and over wall surface.

Protect sills, ledges and projections from droppings of mortar.

For clay masonry units with initial rates of absorption (suction) which require them to be wetted before laying, comply with the following requirements.

For units with surface temperatures above 32 degrees F,
0 degrees C, wet with water heated to above 70 degrees F
21 degrees C.

Fig. 84. Excerpt from the Pollard Hotel construction specifications Division 4, Masonry

DIVISION 4
MASONRY

SECTION 04500-2
RESTORATION
AND CLEANING

PART 2 - PRODUCTS

BRICK:

Whenever shown to "match existing", match brick and bond pattern of existing structure, salvage all brick from demolition for reuse.

MORTAR MATERIALS:

Portland Cement: ASTM C-150, Type 1. Provide natural color or white cement as required to produce required mortar color.

Masonry Cement: ASTM C-91

Hydrated Lime: ASTM C-207, Type S.

Aggregate for Mortar: ASTM C-144, except for joints less than 1/4" use aggregate graded with 100% passing the No. 16 sieve.

Aggregate for Grout: ASTM C-404.

Water: Clean and potable.

MORTAR MIXES:

General:

Measurement and Mixing: Measure cementitious and aggregate material in a dry condition by volume or equivalent weight. Do not measure by shovel, use known measure. Mix materials in a clean mechanical batch mixer.

Mixing Pointing Mortar: Thoroughly mix cementitious and aggregate materials together before adding any water. Then mix again adding only enough water to produce a damp, unworkable mix which will retain its form when pressed into a ball. Maintain mortar in this dampened condition for 1 to 2 hours. Add remaining water in small portions until mortar of desired consistency is reached. Use mortar within 30 minutes of final mixing; do not retemper or use partially hardened material.

Do not use admixtures of any kind in mortar unless otherwise indicated.

MORTAR PROPORTIONS:

Pointing Mortar for Brick: One part lime, 1/5th part white portland cement, 2½ parts sand.

Fig. 85

Pointing Mortar for Brick Parapet: 2 parts white portland, 3 parts lime and 6 parts colored mortar aggregate.

Add colored mortar pigment to product mortar colors required.

Pointing Mortar for Stone: One part white portland cement, 1 part lime, 6 parts colored mortar aggregate, increase lime with sandstone.

Add colored mortar pigment to produce mortar color required.

MASONRY ACCESSORIES:

Horizontal Joint Reinforcing and Ties for Masonry:

Provide welded wire units prefabricated in straight lengths of not less than 10', with matching corner ("L") and intersecting ("T") units. Fabricate from cold drawn steel wire complying with ASTM A-82, with deformed continuous side rods and plain cross rods, into units with widths of approximately 2' less than nominal width of walls and partitions as required to position side rods for full embedment in mortar with mortar coverage of not less than 5/8" on joint faces exposed to exterior and not less than 1/2" elsewhere. Provide the following type of joint reinforcing unless otherwise indicated.

Concrete Inserts for Masonry:

Unit Type: Furnish cast iron or malleable iron inserts, hot dip galvanized after fabrication with 1.5 oz. zinc coating, ASTM A-153, Class B-2.

Joints: Maintain joint widths shown, match existing except for minor variations required to maintain bond alignment. If not otherwise indicated lay walls with 3/8" joints. Cut joints flush for masonry walls which are to be concealed or to be covered by other materials. Tool exposed joints slightly concave using a jointer larger than joint thickness. Rake out mortar in preparation for application of caulking or sealants where shown.

CAVITY WALLS:

Keep cavity clean of mortar droppings and other materials during construction. Strike joints facing cavity, flush.

Tie exterior wythe to back up with individual metal ties spaced not more than 16" o.c. vertically and 24" o.c. horizontally. Stagger in alternate courses.

Fig. 86.

DIVISION #
MASONRY

SECTION 04500-4
RESTORATION
AND CLEANING

Provide weep holes in exterior wythe of cavity, composite and veneer walls located immediately above ledges and flashing, spaced 2'-0" o.c., unless otherwise indicated.

Cover cavity side of weepholes with copper or plastic insect screen before loose fill masonry insulation is placed in cavity.

FLASHINGS:

Install flashings in accordance with manufacturer's instructions, and in accordance with SMACNA.

REPAIR, POINTING AND CLEANING:

Remove and replace masonry units which are loose, spalled, chipped, broken, or otherwise damaged. Provide new units to match adjoining units and install in fresh mortar or grout, pointed to eliminate evidence of replacement.

Pointing: During the tooling of joints, enlarge any voids or holes, except weepholes, and completely fill with mortar. Point up all joints at corners, openings and adjacent work to provide a neat, uniform appearance, properly prepared for application of caulking or sealant compounds.

PART 3 - EXECUTION

BRICK REMOVAL AND REBUILDING:

Carefully remove by hand at locations indicated any bricks which are damaged, spalled or deteriorated. Cut out full units from joint to joint and in a manner to permit replacement with full size units.

Support and protect masonry indicated to remain which surrounds removal area.

Salvage as many whole, undamaged bricks as possible.

Remove mortar, loose particles and soil from salvaged brick by cleaning with brushes and water. Store brick for reuse.

Clean remaining brick at edges of removal areas by removing mortar, dust, and loose debris in preparation for rebuilding.

Fig. 87.

BRICK REBUILDING:

Install new or salvaged brick to replace removed brick. Fit replacement units into bonding and coursing pattern of existing. If cutting is required use motor driven saw designed to cut masonry with clean, sharp, unchipped edges.

Lay replacement brick with completely filled bed, head and collar joints. Butter ends with sufficient mortar to fill head joints and shove into place. Wet clay brick which have ASTM C-67 initial rates of absorption (suction) of more than 30 grams per 30 sq. in. per minute. Use wetting methods which ensure that units are nearly saturated but surface dry when laid. Maintain joint width for replacement units to match existing.

Tool exposed mortar joints in repaired areas to match joints of surrounding existing brickwork.

Repoint new mortar joints in repaired areas to comply with requirements for repointing existing masonry, except rake out joints before mortar sets.

END OF SECTION

Fig. 88.

done for each building, thus ensuring that the building and the owner are getting specific and personalized service. The professional architectural work should meet the Secretary of Interior's *Standards for Rehabilitation*, and prior to construction, should be submitted to the proper authorities for approval—the SHPO and the State Building Codes Division in Helena. Full professional plans and specifications also are an important advantage when applying for building permits and for investment tax credits. Talk to your local preservation officer or SHPO office for more information before you begin your rehabilitation.

The Standards are as follows:

(1) Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.

(2) The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.

(3) All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.

(4) Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.

(5) Distinctive stylistic features or examples of skilled craftsmanship which characterizes a building, structure, or site shall be treated with sensitivity.

(6) Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historic,

physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

(7) The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historical building materials shall not be undertaken.

(8) Every reasonable effort shall be made to protect and preserve archaeological resources affected by, or adjacent to any project.

(9) Contemporary design for alterations and additions to existing properties shall not be discouraged when such architectural or cultural material, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood, or environment.

(10) Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

A more detailed interpretation of the “standards” is available through the technical preservation services bulletin number: 85-067, which stresses these three approaches to rehabilitation:

The rehabilitation should be:

1) An accurate restoration based on photographic evidence; or

2) A “watered down” version of what might have existed; or

3) A new storefront in contemporary materials respecting the typical historic three components of the building: storefront, body, and cornice.

PART II: BUILDING A SUPPORT SYSTEM

The rehabilitation of the facades of the Commercial Historic District is the most critical visible step to take in a downtown revitalization program. The work depends upon the participation of individual building owners. The enhanced physical appearance of buildings, however, is not sufficient in and of itself to revitalize the economy. In this portion we will look at ways that we collectively—as a city government, as citizens, as organizations, and as business owners—can build a support system in which the business community can thrive.

First, we need to increase income in the business district to enable individual building owners to retire their rehabilitation debts. This plan proposes to accomplish that goal by maximizing the use of each building in order to generate additional revenue, increasing consumer traffic by providing additional parking spaces, and increasing tourism through better promotion.

Next, we need to provide better security and services to businesses within the district. This plan identifies how fire protection and city sewer and water services can be upgraded as a means to that end.

Finally, enhancing of the surrounding environment, which would complement and heighten the visual quality of the rehabilitated historic district, is addressed by the landscaping and parks improvement plan.

VACANCY SURVEY

What keeps the business district alive? People! Merchants, workers, shoppers, tenants, travelers, and browsers. People in turn need spaces, shops, apartments, restaurants, hotel accommodations, and public buildings, all of which work together to bring the business district to life.

One important indicator often used to evaluate a district's economic viability is the vacancy percentage. Intermixed with active buildings are a few vacant spaces waiting for new tenants. In the summer of 1985, an inventory was conducted of vacant spaces in the business district. The purpose of this inventory was to help potential occupants in finding a place suitable for their needs.

The inventory revealed that Red Lodge has an extremely healthy business district. Of approximately 145 spaces in the district there were only six vacant ground-floor spaces and eleven combined basement and second-floor spaces available. Of the total 17 empty spaces, five, (four ground-floor and one second-floor), were ready for

immediate occupancy. The remaining predominantly second-floors and basements were in need of substantial rehabilitation. The numbers translate to a 4% ground-floor vacancy rate and a 7% second-floor availability. While the percentage of second-floor vacancies is slightly higher than those for the ground-floor, it is difficult to assess the significance of the difference. If the upper-floor spaces were rehabilitated, more than likely they would be rented or leased.

Potential uses for the vacant spaces were identified by consumers and merchants, and through a comparative business analysis with other cities of similar size. High on the list for new ground-floor uses were a department store, music store, bowling alley, specialty shops, shoe stores, dry cleaners, clothing store, book store, office supply store, a health club, and teen center. Second-floor spaces could be used for apartments, light manufacturing, recreational businesses, and offices.

Continued on page 82

RED LODGE REVITALIZATION PLAN
VACANCY SURVEY



Date 5/22/85 Surveyor Larry/Kirk
 Additional Information _____
 Building Name Labor Temple (historic)
 Address 214 N. Broadway, Red Lodge, MT 59068
 Legal Description Block 42, Lot 17 and 18
 Owner Vern Giebardt Tel. (406) 328-4514
 Address Absorkee, MT 59001
 Contact Les/Red Lodge Parts Supply Tel. (406) 446-1830
 Address 214 N. Broadway, Red Lodge, MT 59068

GENERAL DESCRIPTION : Second and third floor

Building Date 1927 Frontage 50 Stories 3 Sq. Footage 5000/floor
 Location Building occupies corner lot on far north end of CBD.
 Adjacent Occupancy Used car automobile dealership/both adjacent and
across library and art center.
 Adjacent Construction Lot and space, nearest bldg. is masonry 1 story
 Features of Location Most prominent building as you enter Red Lodge
 Facade 3 story brick
 Interior 3rd floor grand hall has high ceilings w/pressed metal
ceiling, impressive
 Customer Access 2 accesses from rather grand staircases, Broadway & 8th St.
 Service Access Would utilize street access
 Previous Use Labor Hall gaming room and offices
 General Condition Overall quite good, some damage to pressed metal,
 Terms needs some rehabilitation.

PLAN CHECKLIST (surveyor's use only)

- Walls Opg's. Cols. Stairs Mech. Elect. Yard
 Horiz. Dim. Vert. Dim.

BUILDING FEATURES RELATED TO CODES

- | | |
|--|--|
| <input checked="" type="checkbox"/> Exits <u>2</u> | <input checked="" type="checkbox"/> Plumbing <u>None</u> |
| <input checked="" type="checkbox"/> Stairs <u>2</u> | <input checked="" type="checkbox"/> Vent./Heating <u>Removed</u> |
| <input checked="" type="checkbox"/> Handicap <u>None</u> | <input checked="" type="checkbox"/> Electrical <u>Abandoned</u> |
| <input type="checkbox"/> Other _____ | <input checked="" type="checkbox"/> Fire Protection <u>None</u> |

Fig. 89. Example of Vacancy Survey

Building Name Labor Temple

	good G	fair F	poor P	CONDITION
<u>STRUCTURAL SYSTEM</u>				
Type <u>Masonry bearing w/cols. & beams</u>	X			
Walls <u>Ext. masonry-steel cols.&beams</u>	X			
Floors <u>Steel beams w/wood joists</u>	X			
Roof <u>Steel beams w/wood joists</u> <u>flattened truss</u>	X			
<u>EXTERIOR ENCLOSURE</u>				
Walls <u>Brick masonry w/pilasters</u>	X			
Roof <u>Steel beams w/wood purlins</u>	X			New BUR last 5 years
Doors <u>Wood raised panel</u>	X	X		
Windows <u>DH 1/1 w/diag. pattern upper</u>	X	X		Lites
Insulation <u>None</u>			X	
<u>INTERIOR FINISH</u>				
Floor <u>2nd floor maple T & G</u>	G	F	P	
Floor <u>3rd floor plank subfloor</u>	X	X		
Walls <u>2nd ext. masonry/3rd plaster</u>	X			2 office 2nd floor
Ceiling <u>2nd pr. mtl. & plaster</u>	X	X		
Doors <u>3rd pressed metal</u> <u>Wood raised panel (ladder)</u>	X	X		
Stairs <u>Oak tread w/fir stair rails</u>	X			
Other _____				
<u>MECHANICAL</u>				
Plumbing _____			X	None
Heating _____			X	None
<u>ELECTRICAL</u>				
Service _____			X	None
Power _____			X	None
Light _____			X	None
Heating _____			X	None

REMARKS: third floor very grand proportion hall w/ 3 side natural light.

Fig. 90

LABOR TEMPLE
214 NORTH BROADWAY

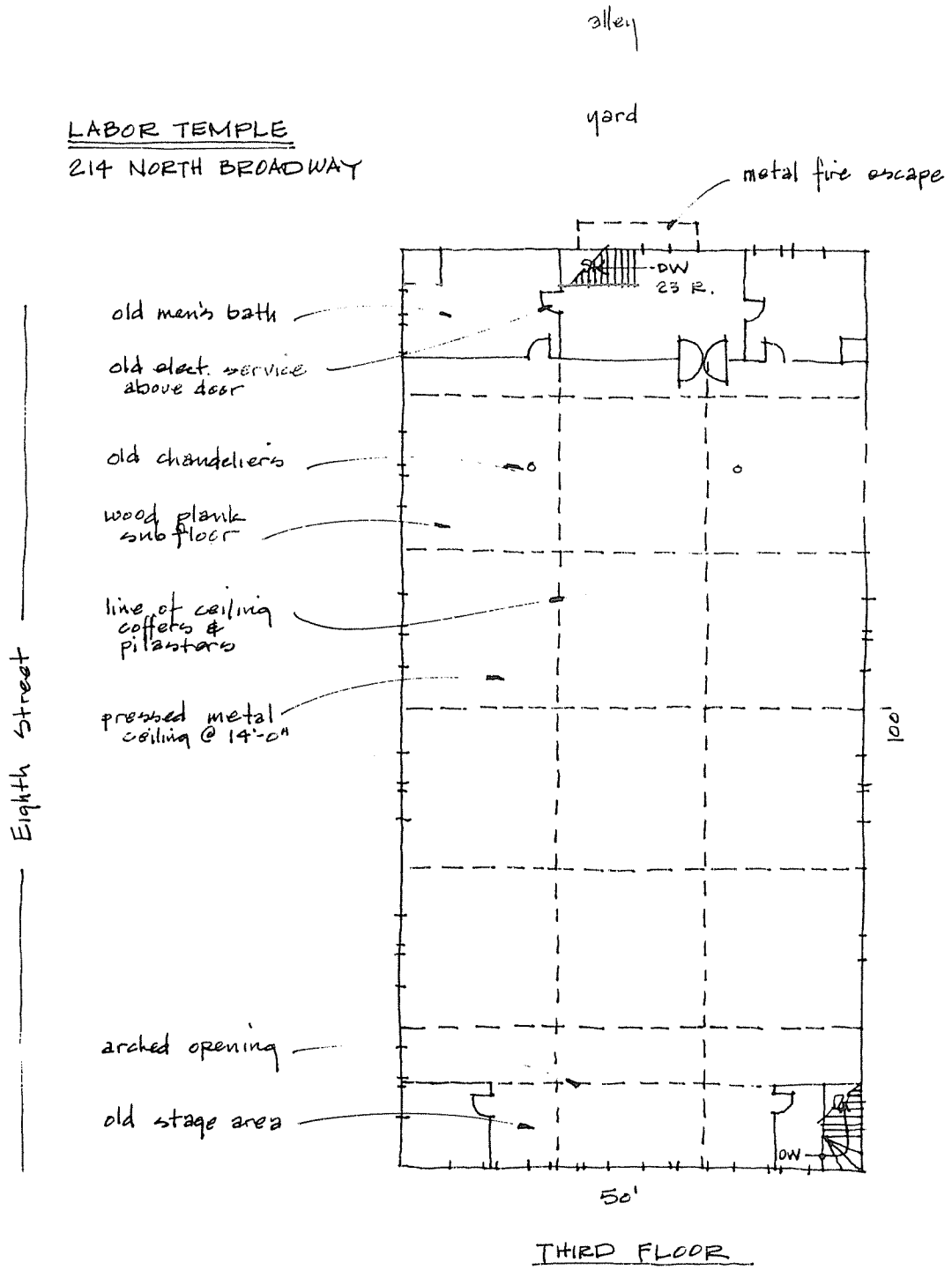


Fig. 92.

Both the importance of the vacant space inventory and the validity of the recommendations were demonstrated while this study was underway. Some spaces originally identified as vacant are now filled, and potential users are now actual tenants. A developer has been granted permission to construct a new bowling alley north of the business district, and Red Lodge now has a new candy store, boutique, book store, health club, and teen center. Quality office space is also under construction in one of the vacant second floors.

The city Zoning Ordinance does not allow apartments and light manufacturing in the central commercial zone. Because such uses would add vitality to the downtown, the Certified Cities Committee is working with the Zoning Board to recommend that these uses be permitted. The "mixed-use" theory of zoning is credited with

making the downtown area a center of activity in other communities, and it would aid significantly in revitalizing the downtown area in Red Lodge.

An example of a typical vacancy survey form is shown in Figures 89-92. The form provides information on location, adjacent businesses, general condition of the space, and a schematic floor plan. The entire collection of vacancy survey forms are on file at the Carbon County Historic Preservation Office and the SHPO.

PARKING

If we are to increase business, then we must have more customers, and that creates a greater demand for places to park.

Parking is one of the most controversial topics any town faces in preparing for revitalization, and

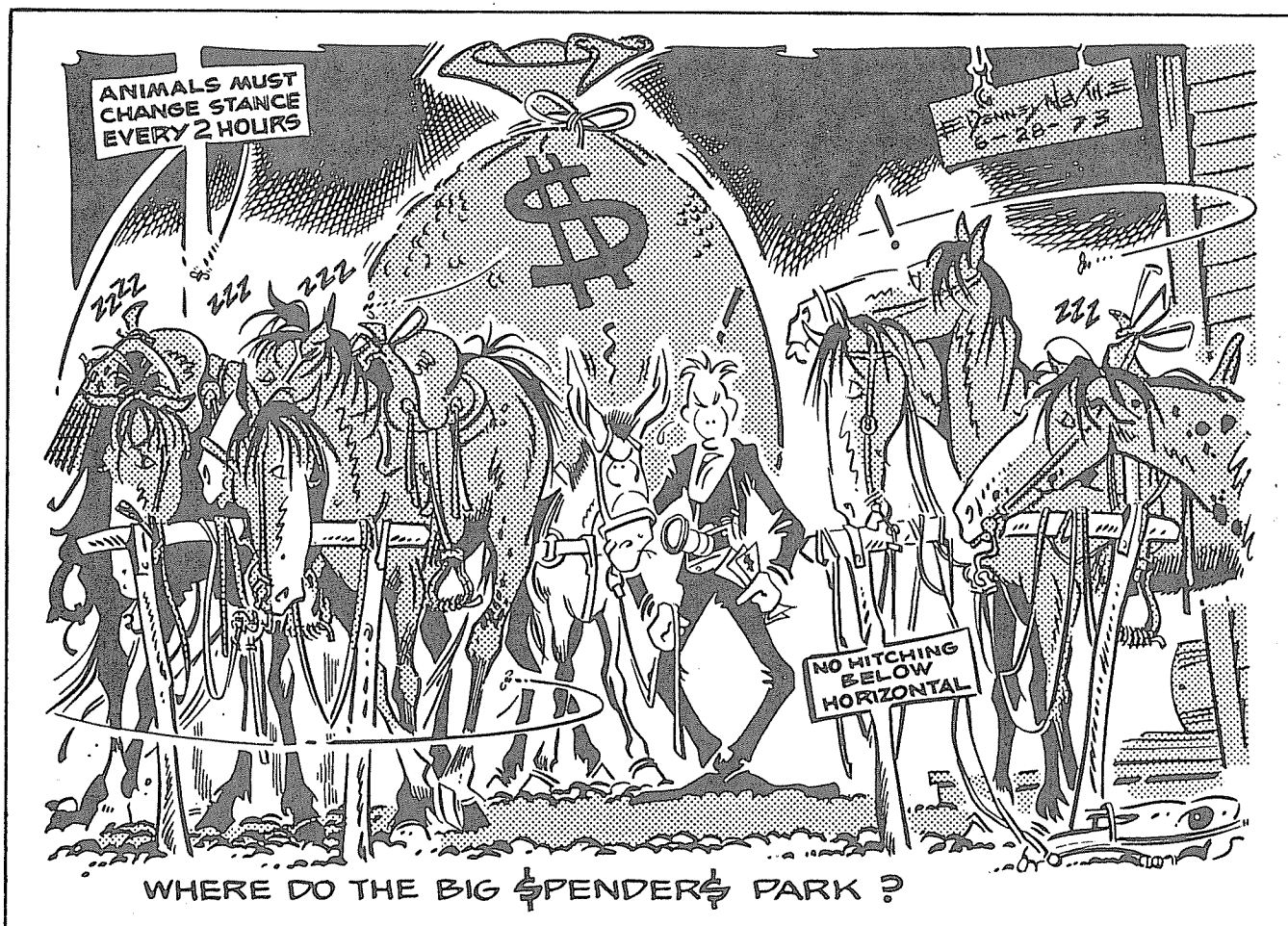


Fig. 93. Cartoon by Denney Neville.

Red Lodge is no exception to the rule. The majority of the spaces available are on Broadway and on the side streets immediately to the east and west. There are no painted stripes to designate spaces, no meters to feed. Is that sufficient to meet current and future parking needs?

A survey of Red Lodge consumers was conducted, and 55% think parking accommodations are adequate. The merchants tend to agree. Fifty-four percent of the merchants surveyed felt parking was good to excellent. Eighty-four percent of the customers drive downtown to shop, and 72% say they park on the street in front of businesses they patronize. The consumers' biggest complaint about parking was seeing a business owner or employee parked on the street in what should have been "their space."

The timing of the survey could have biased the response. In February, when the survey was taken, Highway 212 south of town was closed for the winter. And during the day, most out-of-towners were parked at Red Lodge Mountain, enjoying a day of skiing. There was little outside competition for parking spaces. Had the survey occurred during the Fourth of July parade, or while a 400-person convention was going on, the response would have been different.

In the summer, particularly during special events, there is a serious parking problem. In order to maximize the economic impact of tourism, the city needs to have on-street spaces available or signs clearly pointing to off-street parking lots. When there is not place to park, the tourist will pass on through, taking his dollars elsewhere.

The area immediately adjacent to and west of the central business district provides many opportunities to increase parking availability. Following are a few locations the city and the business owners should consider developing as parking lots:

- 1) On Oakes Street from 9th to 11th Streets, the city could diminish the size of the leases of the former railroad right-of-way, and install angle parking along the street.

- 2) A vacant lot on the southeast corner of 13th Street and Broadway could be leased or purchased

and made into a parking lot. This corner location is also ideal for landscaping, as shown in Figure 47. Either use would be an improvement over its current abandoned appearance.

- 3) The two vacant lots on the southeast corner of 12th Street and Hauser could be leased or purchased and prepared for parking. This site is adjacent to Pride Park, and would be an excellent location to serve park visitors. This area could also be expanded to the south three more lots for a total of 125' x 150' by purchasing and demolishing the old city shops. (Note that the old shop is a noncontributing building in the Commercial Historic District and demolition would have no adverse effect.)

- 4) Additional off-street parking could be constructed on Villard between 10th and 11th Streets on the former railroad right-of-way beside the lumber yard. Acquisition would not be necessary as the city owns this lot. It is, however, a block further from the central business district than other sites mentioned here.

- 5) On the northeast corner of 8th Street and Broadway there is paving around a small building formerly used as a gas station. The city could pursue an agreement with the owner to permit off-street parking there. The site provides excellent access to the Library and Depot Park.

In addition to creating more parking spaces the city could maximize existing parking by painting stripes on the street to ensure proper spacing of cars parked, and could encourage business owners to develop and use parking areas behind their buildings or to arrange to park several blocks away from Broadway during the tourist season.

Owners of private parking areas could also place moveable signs on their lots, indicating when it was okay for the public to use the space. This could apply to the bank parking area on Block 38, and the funeral parlor lot on Block 41. Both lots are accessible from Broadway.

Local customers could also help by choosing a space on side streets when traffic is particularly heavy, and leave more space for passing tourists who might avail themselves of the opportunity to stop and shop around.

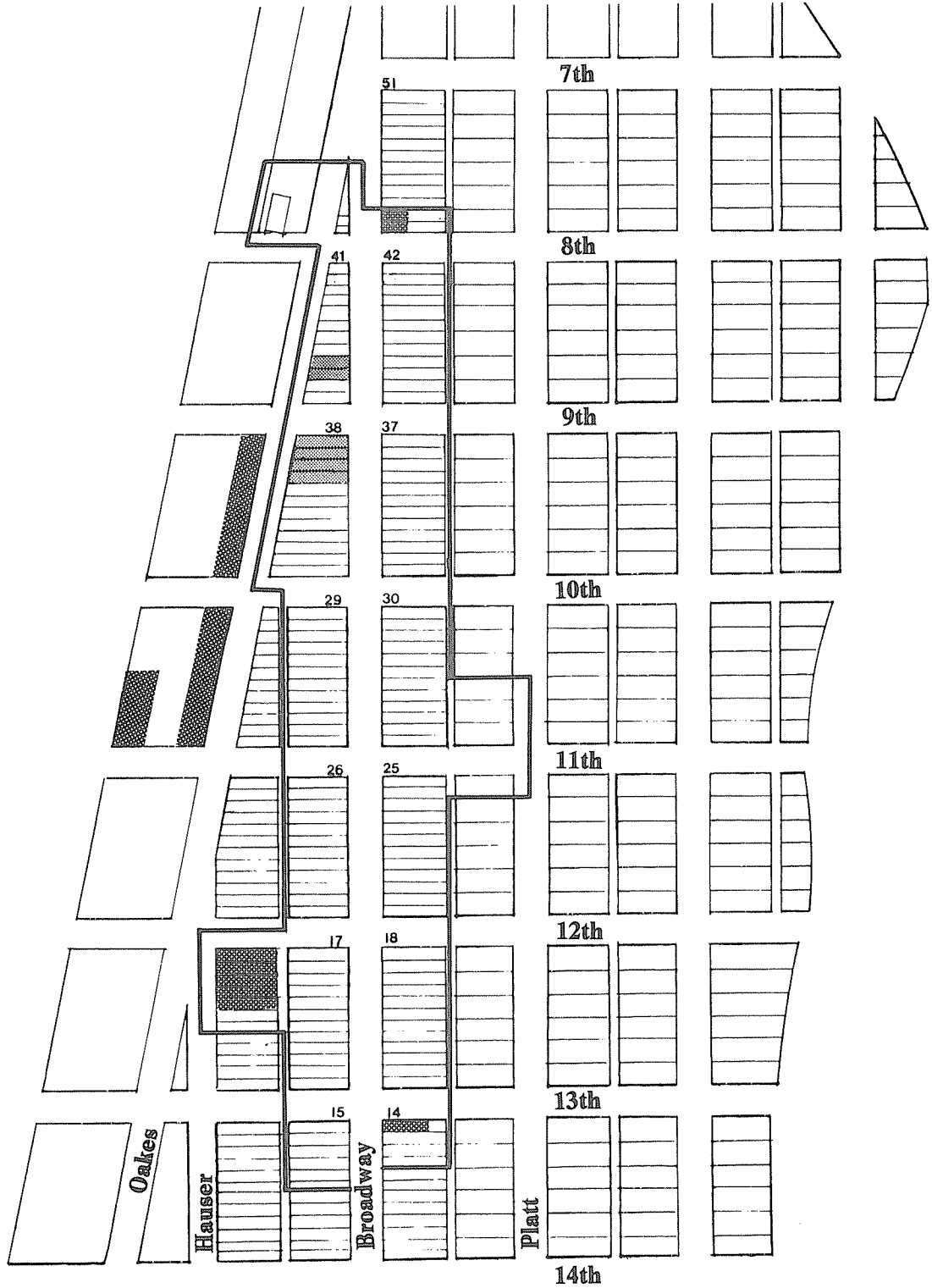




Fig. 94. Parking map

 Potential Parking Lots
 Occasional Use Lots

PROMOTION

Red Lodge is "Naturally Inviting." Its setting at the foot of the Beartooth Mountains along sparkling Rock Creek is as ideal as any community could enjoy. The air is fresh and clean, and the sun shines almost every day. Red Lodge offers cool mountain breezes in summer, and is often above the frigid valley air in winter. It is a good place to be.

Yellowstone National Park, the first and largest in the nation, is only sixty miles away. This major tourist attraction has five entrances, three of which are in Montana. The northeast entrance is on route 212 through Red Lodge and over the Beartooth Highway. In his travels across America, Charles Kuralt, renowned newscaster, reported that the Beartooth Highway was the most scenic road in the country. While it is the least-used entrance to Yellowstone, this highway is the major reason that tourists pass through Red Lodge. For thirty-eight years the Red Lodge Area Chamber of Commerce has promoted use of this route with an opening day celebration, and with an annual Top-of-the-World Bar. The highway is only open during the summer season, and even then, is occasionally closed due to high elevation snows.

1986 marked the Beartooth Highway's 50th anniversary. It is clear that more needs to be done to publicize this remarkable route and to increase tourism over the highway in order to improve the resort economy of Red Lodge. Four measures were taken in 1986. First, the Chamber applied for and received a grant from the State Travel Promotion Bureau, Department of Commerce, to erect billboards in five states to promote use of the highway. Then, when the road was not plowed open by Memorial Day, the customary opening, Red Lodge citizens and civic leaders gained national publicity by shoveling the snow themselves. Next, the Chamber met with officials in Wyoming and Montana to work out a schedule for an earlier annual opening of the highway. Setting a dependable date will facilitate publicizing the opening day well in advance so travelers can plan their route through Red Lodge. Finally, the Cole-



Fig. 95. Broadway looking north, ca. 1940. Note the sign just north of the Penney's building. This sign can screen an unsightly vacant lot and double as an area for promotional advertisement.

man Gallery published an inexpensive booklet of scenes from the Beartooth Highway, any one of which would entice the travelers to experience the scenic grandeur for themselves.

The Beartooth Highway is the major reason tourists pass through Red Lodge. The community also needs to promote the many reasons for the travelers to stay here awhile. Too often people ask what there is to do, or conclude that there is nothing to do. Not true! In a short brainstorming session the Certified Cities Committee came up

with a list of recreational opportunities in or near Red Lodge. The list is now available in motels, restaurants, the Chamber of Commerce, and the Carbon County Museum. This list supplements the Winter Guide and the Summer Guide published seasonally by the Carbon County News.

Red Lodge also has some "destination attractions." The ski area in winter and Resort and Golf Club in the summer serve as primary attractions. These two commercial recreational enterprises spend the most dollars advertising the city both in-state and out-of-state. Two more destination attractions, the zoo and Coal Miners' Memorial Park, are being developed to broaden the appeal of Red Lodge as a place to visit.

Special events encourage visitation while entertaining the local residents as well. The most spectacular events are the Festival of Nations, the Home of Champions Rodeo, and the Music Festival.

Red Lodge was settled by people from around the world who came to work in the mines or to start businesses in the mining community. The various nationalities were committed to continue their cultural traditions in dress, food, song, dance and festivities. In 1950 they banded together to celebrate their individual traditions in an annual Festival of Nations. Each year in early August there are nine days and nights of performances. Artifacts from the various homelands are on display, traditional foods are served, there are parades, and there are nightly performances of the music, song and dance. Flags of the nations and of the states are flown along main street and hung in the Civic Center where the performances are held, and the city takes on a breath-taking festive air. The Festival is listed as one of the top bus tour stops in the country.

The Home of Champions Rodeo is the second biggest attraction. On July 2, 3 and 4, there are parades each day before the rodeo begins, and U.S. flags line the streets. The rodeo derives its name from the local Greenough and Linderman families who gained international fame as champions in the rodeo ring. The event, held annually since 1930, draws top contestants and fans from

throughout the country.

The annual Music Festival, which began in 1963, is also a top attraction. Some of the nations' finest music instructors come to Red Lodge to teach the most promising students in a nine-day camp. The community enjoys five faculty and four student performances, which are held in the evenings. Visitors are always amazed to hear such fine classical performances in our small western town.

In addition to the above mentioned major special events, there are a number of other annual activities in Red Lodge. The annual calendar usually looks something like this:

JANUARY: Open skiing and races
Casino Nite

FEBRUARY: USSA Northern Division Ski Races
Snowbowl
Dog Sled Races

MARCH: Snow Sculpturing Contest
Winter Carnival
Snowdeo
Ski-Joring
Sled Dog Pull

APRIL: Band Festival
Zooperbowl
Raisen Fest
Pro Ski Races
Sunrise Services and Easter Egg
Hunt
Three Pin Bunny Hop
Ski Finale

MAY: Peaks-to-Prairie Spaghetti Feed
Peaks-to-Prairie Triathlon
Red Lodge Spring Fair
Beartooth Highway Opening
Celebration

JUNE: 9-day Music Festival
1-month International Ski Race Camp
Springtime in the Rockies

JUNE: 3-day Natural History Institute
Beartooth Run
Classic Car Show and Picnic

JULY: Celebrity Golf Tournament
Top-of-the-World Bar
Home of Champions Rodeo
Shakespeare in the Park
Crazy Days Sale
Class Reunions
Old Time Fiddlers
Art in the Park

AUGUST: 9-day Festival of Nations
4-H Fair
Team Roping Contest

SEPTEMBER: Arts Fair
Moonlight Madness
Big Bag Day

OCTOBER: Halloween Parade

NOVEMBER: Big Bag Day
Harvest Dinner and Sale
Christmas Bazaar
Ski Area Opening

DECEMBER: Window Decorating Contest
Christmas Village Days
Tree Lighting in Pride Park
Festival of Nations Caroling



Fig. 97. Festival of Nations Dance.

The list is impressive as it stands, even though it does not include activities and events scheduled on less than an annual basis. The most amazing thing is that the activities are all planned, advertised, and carried out by volunteers! How can we improve on the current situation?

The Certified Cities Committee recommended that the city government designate a Tourism Commission to coordinate among the various volunteer groups, to prepare and distribute the annual schedule of events and a map depicting recreational opportunities, and to encourage a pooling of advertising dollars to develop a more effective promotional program.

Eastern Montana College (EMC) School of Business and Economics also presented ideas for improvement. Red Lodge must depend on volunteers for all its promotional efforts, and those

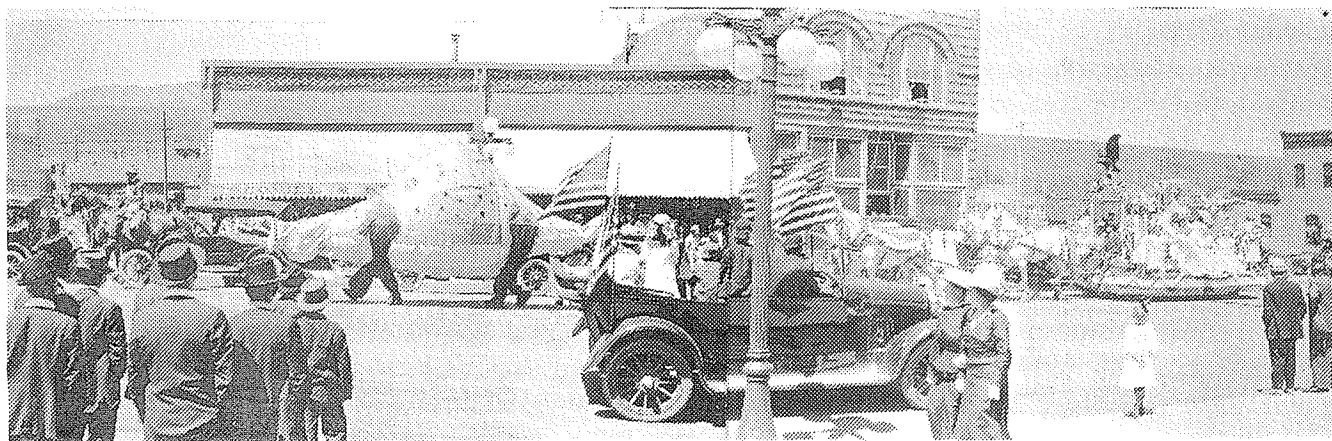


Fig. 96. Parade on Broadway, ca. 1920

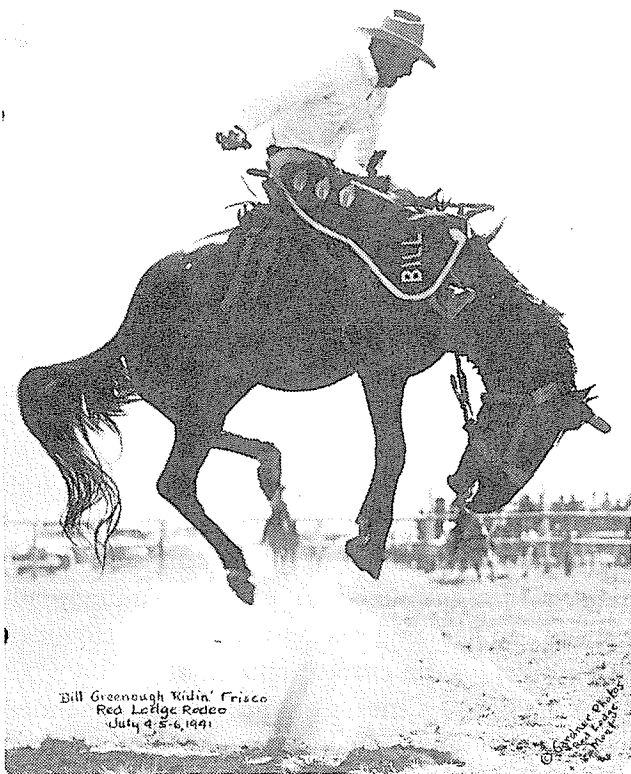


Fig. 98. Bill Greenough riding Frisco, Red Lodge Rodeo, 1941.

volunteers tend to be overworked and frequently “burned-out.” Therefore the students devised a questionnaire to be used to identify new volunteers, so the work can be spread out among more persons, and to be used to link potential volunteers with activities in which they have a particular interest or expertise. This “human resource inventory” could be used by the Chamber of Commerce, which sponsors most of the activities, and by other groups and organizations that need a helping hand. The inventory should also identify those persons with leadership skills who would be willing to take on and develop new activities.

EMC also developed a list of ways to better promote current events, and gave us ideas for new activities that could be initiated. While paid advertising is limited by budget, Red Lodge should take advantage of free public-service announcements on area television and radio and through the press. If sponsors could be found for

more events, the advertising would be mutually beneficial. Also, articles written for specific magazines could serve as free promotional literature, and perhaps could bring in a few dollars for the author.

The recommendations for new events included more winter ski races and challenges and a triathlon of skiers, snowmobilers, and dog sleds in an endurance race of more than 100 miles. Joint ski packages with other ski areas such as Bridger Bowl and Big Sky were also mentioned as a way for Red Lodge to collect a larger share of the skier market. During the summer, tournaments in golf, softball, and tennis would bring more people to town, as would endurance races. Suggestions included a mountain bike race on the Meeteetse Trail, a Grass-to-Granite combination of runners and bicyclists on the Beartooth Highway, and a horseback/foot race combination through the Beartooth Wilderness.

For additional ideas and lists of organizations and individual contacts, please refer to the full report, “The Promotion of Tourism in Red Lodge, Commerce and the County Historic Preservation Office.

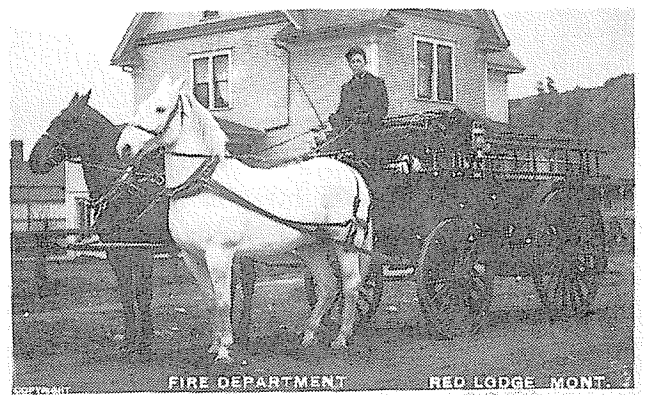


Fig. 99. Early Red Lodge Fire Department

FIRE PROTECTION

In February of 1986, a fire broke out in the Commercial Historic District. Before it could be contained, it destroyed three very significant early 1900s two-story masonry buildings, The Royal Theatre, the Kaleva Cooperative, and the Myer &

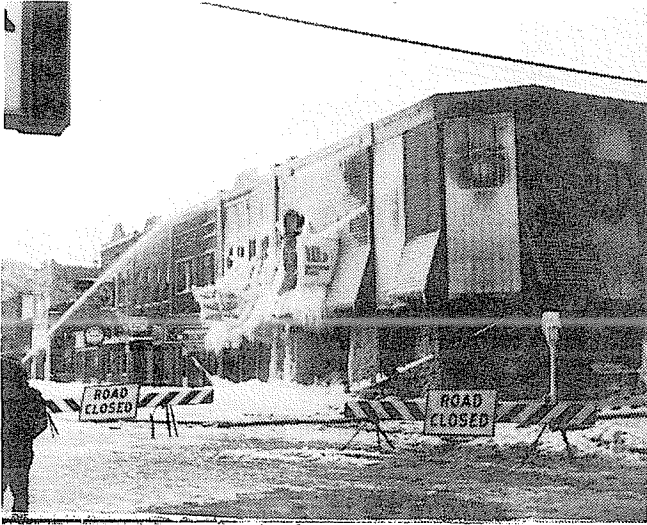


Fig. 100 [Myer & Chapman Bank] Montana Bank fire, 1986.

Chapman Bank. A gift shop, a workshop, an apartment, and a bank were completely gutted. It was a terrible loss to the owners, the community, and to the historic streetscape. While lessons are often costly and painful, we must learn from them and take corrective action to prevent the tragedy from recurring.

The Royal Theatre and the Kaleva Cooperative on lots 2 and 3 had been constructed as twins. There was a fire wall to the south and to the north of them, but none between. More recent use, however, involved a pairing of the buildings on lots 1 and 2. The combining of these two buildings occasioned the removal of the fire wall north of lot 2 to accommodate a large public area on the ground floor. In order to make the buildings appear as one, the owner covered the two different facades with sheet metal on the upper floors and rock along the lower facade.

The wiring in the building on lot 3 had not been updated to modern standards, and overuse caused a fire in the switch box. Without a fire wall to stop it, it moved quickly to the north. The metal facade covering the windows of the Montana Bank prevented firemen from getting water to the upper floors, and the fire fighting equipment was insufficient to deal with the roof fire.

We cannot stress too strongly that rewiring to modern code should be a part of every rehabilitation project. Historic wiring was not designed

for today's heavy demand for electricity. All owners of historic buildings should have an electrician examine their electrical systems, and if it is not up to code, have it replaced.

This Plan deals with facades of historic buildings and with energy conservation, and does not address interiors in detail. Owners are cautioned, however, to avoid removing or cutting into fire walls. A non-fireproof doorway could have the same disastrous effect as removing the entire fire wall.

The city of Red Lodge is now better prepared to fight fire. Following the February blaze the volunteer fire fighters collected donations to pay part of the cost of a "new" truck, a 1948 model that was purchased from the surplus property list of the city of Hastings, Nebraska.

The Certified Cities Committee has recommended that the city test all fire hydrants and record the flow rate, and that plans be outlined to ensure the adequate spacing and water capacity of all hydrants. Improvements to the present system should be addressed as the water distribution system is upgraded.

Individual building owners can help protect the historic district from fire by taking precautionary measures. For information on fire safety, contact Bob Sandine, Fire Chief, City Hall, at 446-2320.

CITY SEWER AND WATER SYSTEM

Red Lodge has an excellent water treatment system that treats an ample supply of surface water from the West Fork of Rock Creek. The city also has a new lagoon and sewage treatment plant, and has plans for the construction of an interceptor line on S. Haggin Avenue to enhance the collection system from south to north. However, much of the distribution and collection system is antiquated. Repairs of leaks beneath Broadway Avenue over the years have given the road surface a patchwork appearance. The Department of Highways has resurfaced U.S. 212 north and south of Red Lodge, but will not resurface through town until the city installs new utilities under the roadway.

The city recently received title to a former railroad right-of-way. City services will need to be

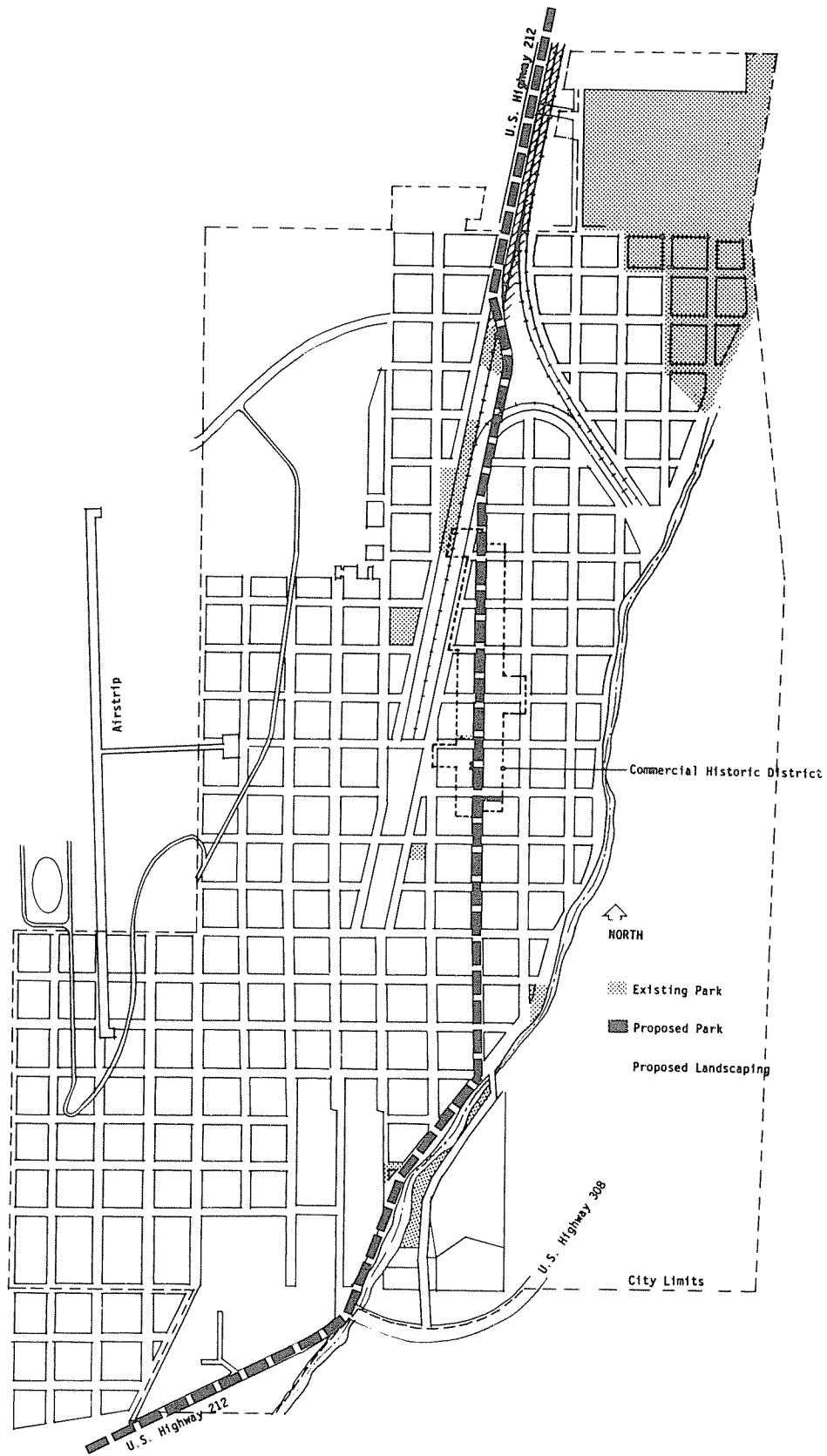


Fig. 101. Map of Parks and Proposed Landscaping.

installed in order to develop the area.

To ensure that the infrastructure condition or lack of service does not hamper private investment and economic development, the Certified Cities Committee recommends that an up-to-date map of city services, detailing age, type, size, and condition be developed, along with a prioritized plan and schedule for replacement and expansion.

PARKS, RECREATION AND LANDSCAPING OPPORTUNITIES

Parks and recreational attractions are important amenities of the community, serving not only travelers, but residents as well. Enhancement of parks and recreational areas is an important aspect of any revitalization program. Over half the consumers surveyed identified the following three improvements as the most important: cleaning and beautifying the city with trees and flowers, rehabilitating the historic buildings, and providing more parks and benches. Red Lodge currently has nine city parks that provide a variety of recreational opportunities. If enhanced and more fully developed by the city, they could become a major attraction for increased tourism and could better the quality of life for residents.

The Certified Cities Committee recommended that the city appoint a Parks Commission to oversee, coordinate, and make recommendations to the council on all parks and recreation matters.

The Committee also recommended that the city initiate an "Adopt-a-Park" program to solicit and encourage local community service club support for maintenance and improvements. Pride Park, an innercity respite of flowers, trees, park benches, and tables, was developed and is maintained by the All-Nations Garden Club. As the most-used park in the city, it is a fine example of how the Adopt-a-Park program could work.

It is further recommended that the city apply for Land and Water Conservation Funds through the Parks Division, Montana Department of Fish, Wildlife and Parks, to upgrade and install new facilities in its parks systems. Applications are due around the first of November each year.

The following is a list of Red Lodge's city parks, and the facilities available, along with recommendations for future development and improvements.

Rock Creek Park is situated on the east bank of Rock Creek between 19th and 22nd Streets, and is a day-use picnic area. Amenities include Rock Creek, large shade trees, picnic tables, fire pits for cooking, a dump station, and restrooms. It is used by visitors and residents alike, and it occasionally serves for group picnics.

The restrooms need to be upgraded or replaced; parking areas should be designated to prevent vehicle encroachment into the park; a directional sign should be placed on U.S. 212 to announce the park; maintenance should be increased; and a sidewalk should be constructed to link the park with other parks and city sidewalks.

Liver-Eating Johnston Park is located on the west side of U.S. 212 in the southern portion of Red Lodge. The Carbon County Historical Society leases two log buildings on the site for use as a museum. It has recently restored Liver-Eating Johnston's homestead cabin, and is planning to outfit the interior in an appropriate period decor. The second log building is currently proposed for a Carbon County Prehistoric Indian Rock Art Museum.

The parking lot needs resloping to prevent standing water; a sprinkler system should be installed on the grounds; and the area should be maintained on a more frequent basis. The city should encourage the Johnston cabin decorating and development of the Rock Art Museum. Both would be unique tourist attractions and would preserve and interpret our local heritage.

Finntown Park borders Rock Creek at 17th Street between Haggin and Platt. It is a well-shaded picnic area with restrooms and fire pits.

The Finnish people were the largest ethnic group to emigrate to Red Lodge to work in the coal mines. The park, named in their honor, is situated near the southern end of what was known as the Finntown or Klanston portion of Red Lodge. A sign interpreting the history of the Finnish people

in Red Lodge should be developed and located on the site. A directional sign for the park should be placed on U.S. 212. The restrooms need repair or replacing, and the picnic facilities should be upgraded and increased.

Pride Park, located on the northwest corner of 12th Street and Broadway (U.S. 212), is in the heart of the commercial district. It has evergreen trees, one of which is used as the city's live Christmas tree, deciduous trees, flowers, lawn, park benches and tables. Twelfth Street is often closed to traffic between Hauser and Broadway to expand the park size for festivities and special events. The Farmers' Market is held there regularly in the summer. A map of the Beartooth Area is located on a building wall behind the park, and visitors often come there to orient themselves or plan their trip.

Plans for improvements include the installation of a sprinkling system, a flagpole with lights, restrooms, a drinking fountain, underground utilities, and historic streetlights. The park could be expanded by permanently closing the street, yet leaving a fire lane for emergency use. A new parking area should be developed to the west for park patron use.

Field School Park, more recently changed to Siegfriedt Park, between 9th and 10th Streets on Villard is owned and maintained by the School District. It has tennis courts, playground equipment, a Pee Wee Baseball field, and picnic tables. This area is used for the annual Shakespeare in the Park presentation.

Improvements should include placing directional signs on U.S. 212, installing restrooms, trimming trees of low-hanging branches, installing an irrigation system, reseeding, and initiating better maintenance, particularly better care of the tennis net.

The Depot Park, more recently known as the Lions Club Park, established near the turn of the century, is Red Lodge's oldest park. It is located at 8th Street and Villard adjacent to the Northern Pacific Railroad Passenger Depot, which is now the Carbon County Arts Guild. A bandstand or gazebo stood here around 1902. The park served

as a welcoming area for dignitaries arriving on the train, and also created a buffer between the railroad and the "Hi Bug" residential area to the west. Today an ice-skating rink, warming hut, and motocross track are located there. The open green space is occasionally used for arts activities and events, and is the location of an annual snow sculpture contest.

Improvements to this park should include installing an irrigation system, reestablishing the lawn, repairing the heating system on the warming hut, installing restrooms and a drinking fountain, and erecting a directional sign on U.S. 212.

Coal Miners' Memorial Park, located on the northeast end of town, is the city's largest park, with fifty acres. Its name is aptly descriptive of the huge coal slack pile that occupied the site for nearly a century. In 1984, the Montana Department of State Lands, Mine Reclamation Division, reclaimed the area. An irrigation system will be installed with state Natural Resource Indemnity Trust funds. Immediately north of this park is a fifteen acre parcel of land that has been dedicated for the development of a native animal zoo. Plans for both the park and zoo were completed in 1984.

For specific recommendations for development, please see the plan at the Red Lodge Zoological Society office. Once completed, the Coal Miners' Memorial park and Red Lodge Zoo will serve as a major attraction for Red Lodge.

Visitors' Center Park is located at the intersection of Highway 78 and U.S. 212, and is the city's newest park. Its primary purpose is to provide in an easily accessible location a visitors' information center that will encourage passing motorists to stop and stay awhile in Red Lodge.

Needed improvements include an irrigation system, landscaping, paved road, parking areas, installation of flagpoles, a sign, picnic area and playground facilities. This visitors' park should display a locational map for all the city parks' recreational opportunities, parking lots, and the Commercial Historic District.

The Swimming Pool Park is located on 14th Street and Hauser. The pool was completed and

opened for the public in 1985. The open-air pool facility includes dressing rooms, administrative and maintenance enclosed spaces.

Further enhancement of the Pool Park includes additional landscaping, benches, and covering the pool for year-round use.

Open Space Landscaping within the heart of the central business district could enhance the quality of the environment in the innercity and make shopping a more pleasant experience.

Empty spaces caused by the removal of a building destroyed by fire can be an eyesore in the heart of the district. One alternative to a weed patch is screening it from sight, as seen earlier in Figure 57. Another alternative is to use the space Broadway, page 45, suggests creating a scene depicting the coal mining years. The artifacts could be a permanent display until the economy is conducive to further commercial development. Cooperation between the property owner, the city, and possibly a public service group could accomplish these improvements.

to further commercial development. Cooperation between the property owner, the city, and possibly a public service group could accomplish these improvements.

Entrance Beautification along with the former railroad right-of-way from 4th Street North approximately one-half mile would do much to improve the first impression one has when entering the city. Industrial development, while extremely important to our economy, has not been our best face to welcome the visitor. Trees, shrubs, and flowering plants would do much to attract the eye, and screen equipment and buildings used by the industrial sector. The city owns the former right-of-way and can beautify the strip, or require beautification by the adjacent property owners through an amended zoning regulation.

A small triangular parcel of land at the junction of State Highway 78 and U.S. 212 has been landscaped and maintained by the All-Nations Garden Club. This location contains the Red Lodge entrance sign, and gives the elevation at that point of 5555' above sea level. The Montana Depart-

ment of Highways is concerned that the height of the existing lilac bushes obstructs visibility at the junction. As a part of this Plan, a new landscape design and sign were prepared, and are shown in Figure 102.

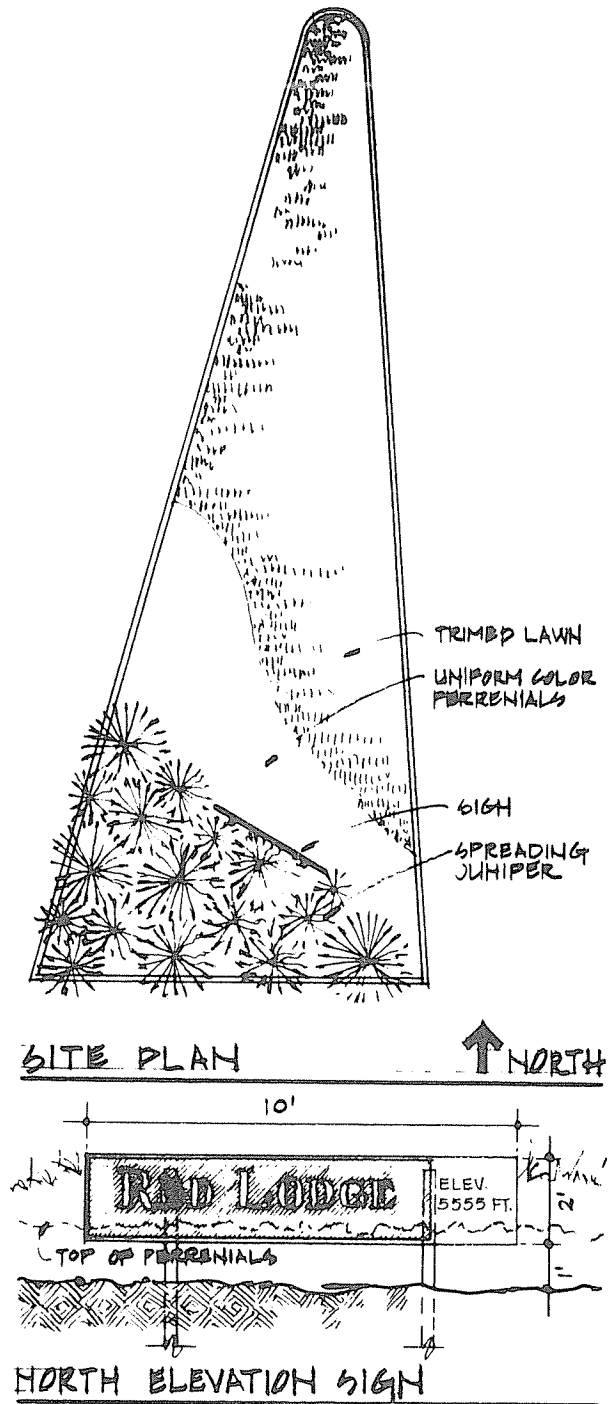


Fig. 102

PART III: IMPLEMENTATION

The previous sections detail the redesign of the historic buildings in the Red Lodge Commercial Historic District, and identify means of building a support system to enhance and complement the downtown area. This section identifies options and opportunities to package funds for implementing the revitalization plan.

The term "packaging" refers to financing a project using more than one source of funds. Often a developer will need loans and tax incentives from a variety of private and public institutions in order to raise the capital necessary to finance a project. "Packaging" in the same sense aptly describes this section on finance, taxes, and zoning. It encourages a public/private partnership, each helping the other in every possible way to raise the funds or decrease the cost to carry out the improvements, and to create a positive environment in which to expedite the revitalization of our downtown.

FINANCING DOWNTOWN REVITALIZATION

Red Lodge has a marked advantage in financing storefront rehabilitation, business improvement and expansion, and business initiation. Montana Bank, co-sponsor of the Revitalization Plan, realizes that what is good for the community is good for the banking institutions. In order to encourage investment in our downtown, Montana Bank is ready to commit up to \$2 million in loans to building owners for rehabilitation. Most of the individual building improvements proposed in Part I would cost relatively little. Some of the larger buildings or more extensive treatments would require more substantial investments, however, and Montana Bank has agreed to serve as a link to outside financial resources when necessary. Following are state, federal, and private funding sources that can be used to supplement loans from local financing institutions.

State Build Montana Program: Three types of financial assistance are available through a local lending institution from the Montana Department of Commerce. These are the Coal Tax Loan program, the Pooled Industrial Revenue Bond program, and the Stand Alone Industrial Revenue Bond program. All three programs have the benefit of long terms for repayment, a fixed interest rate, and each requires a low down payment or equity investment from the developer.

Coal Tax Loans are reserved for those types of businesses that will have a long-term benefit to the state's economy. These include businesses that supply a product formerly imported to this state, that export a product from the state, that generate more than 50% of their income from out-of-state sources, or that serve as an outlet for Montana-made products. The goal is to keep dollars in the state that currently are flowing out, to bring new dollars in from outside, and to assist our local industries and manufacturers. Preference is given to small- to medium-sized businesses, locally owned and employee-owned concerns, those providing jobs for Montanans, those maintaining and improving a clean and healthful environment, and those promoting innovative use of the state's agricultural products. Because Red Lodge is a resort economy, many of our businesses meet the eligibility requirements. Following are four ways we can use the Coal Tax Loan program:

- 1) When a banker packages a loan with federal guarantee program, such as Small Business Administration or Farmers' Home Administration, the Coal Tax program can buy the guaranteed portion, which helps both lender and borrower, in that it provides a long-term fixed rate. The banker does not need to worry about the future cost of funds, and the borrower need not be concerned

about short-term balloons or about variable interest rates.

2) Coal Tax Loan funds can also be used for economic development linked deposit. A business seeking financing for working capital, inventory, or real property can apply through the bank for an extended term, fixed-rate loan. The funds are deposited at the bank at a rate and term that have been agreed to in advance and are available as needed.

3) The business loan participation program allows Coal Tax funds to be used to buy up 80% of the bank's loan to a developer for land, buildings, and equipment. This expands the bank's financial resources considerably, permitting it to finance projects otherwise over its limits yet take a servicing fee on the entire loan amount. Again, the developer benefits from long-term, reasonably priced, fixed rates.

4) The Coal Tax program also has a loan guarantee for those instances in which the bank can finance the entire cash amount needed. Instead of direct funds participation, 80% of the loan can be guaranteed, much like the SBA program. The advantage of this program to the banker is that, should market conditions change and the bank need funds, it can sell the guaranteed portion to the Montana Economic Development Board. Either way, the borrower has the security of long-term, fixed rate financing.

The Pooled Industrial Revenue Bond program, the second of the state's programs, provides up to twenty years of fixed-rate financing for fixed assets. Note that federal law on tax-exempt bonds prohibits their use for restaurants, bars, liquor stores, gambling facilities, auto sales and service, and private recreational or health club facilities. Most other commercial, industrial, medical, multi-family housing or real estate developments, however, are eligible. The federal law that allows the state to market tax-exempt bonds expires at the end of 1986. The proposed changes in tax law would not extend the authorization. For specifics on the current status, eligibility, and funding requirements, contact Bob Pancich, Director, at 444-2090 in Helena.

The Bond program provides take-out or finished-project financing of 90% of the project cost or the appraised value up to \$3 million. The banker serves as interim or construction period financier and provides a 35% letter of credit to the state for at least the first five years. The bank takes a second position on the mortgage. The advantages to the borrower again are that he gets a long-term, fixed reasonable rate of interest, and that his cost of issuing bonds is lower, as the amount is divided among developers of other projects. The state charges a \$500 application fee to defer administrative costs. The advantages to the bank are that most of its funds are used in the interim construction period only, and that in case of default on the loan, it carries only a 35% liability rather than full exposure.

The Stand Alone Industrial Revenue Bond, the third state program, markets the bonds for developers of projects ranging from \$1 million to \$10 million in size. The eligibility and requirements are the same as those for the small projects Pooled Bond program.

Federal Funding Sources: There are two sources of funds from the Department of Housing and Urban Development that have the benefit of low down payment, and long-term, reasonably priced fixed rates that can benefit a developer and the city of Red Lodge as sponsor. These are the Urban Development Action Grants, and the Community Development Block Grants.

The city of Red Lodge has been determined eligible to apply for UDAG's on behalf of specific developers for economic development projects. If funded, the money is actually granted to the city, then loaned to the developer at an agree-upon rate and term. If necessary, payment can be deferred one to five years to enable the project to become financially solvent before repayment begins.

To the developer, a UDAG is gap financing, making available funds to cover costs for which he is otherwise unable to borrow, and it is loaned at a long-term and fixed rate. This loan supplements the equity portion, and makes a project more attractive to the lender.

To the bank, a UDAG is near equity, or extra

cash in the deal, increasing the project's loan value and decreasing the debt-to-equity ratio. Since the city takes a position behind the bank or other lenders, the bank knows it will be paid off first, and bankers like that cushion.

To the city, a UDAG is a future source of revenue. As the loan is repaid, the city can expand the funds on infrastructure projects or on housing rehabilitation, or reloan it for more economic development projects. It also means an increased tax base from the new development, and it means new jobs for its citizens, particularly for those at low to moderate income levels.

The UDAG portion of a development project generally runs less than 25% of the total, and to be competitive, should create at least one full-time job for each \$10,000 grant. There is no limit, other than ability to get the applications completed, to the number the city can submit. Each project competes nationwide, and there are no set-asides for this state or region. All projects compete on the basis of the city's need and the value to the economy of each proposal. In terms of need, the City of Red Lodge ranks third in the state, and rather high nationally.

The other program directly benefiting both city and developer is the Community Development Block Grant (CDBG), administered by the Montana Department of Commerce. The city could apply for a grant to loan to a number of developers to assist or partially finance revitalization projects, while the bank could loan the funds for a greater portion of the balance. This would have the effect of a lower blended interest rate for the developer, and the effect of greater equity to the bank, or more collateral cushion.

CDBG could also be used to finance improvement of the city's infrastructure in the revitalization area, such as replacement of the water service system and the installation of the historic street lights.

The third area in which CDBG could be useful in realizing the goals of our downtown revitalization plan is in housing rehabilitation. Many of the apartments on the upper floors of main street have long been vacant due to nonfunctional plumbing,

outdated wiring, and lack of proper heating and ventilation systems. Block grants can be loaned to owners of buildings providing residential rentals to low to moderate income persons. While a city can only have one grant at a time, it can apply for a multi-purpose grant, and include two or three of the eligible categories above.

Private Funding Sources: A new financial tool in the state is the Certified Development Corporation financing. The CDC will fund a project equally with a banker. Such projects are generally packaged as 20% developer equity, 40% private lending institution, and 40% CDC. The CDC is guaranteed by SBA, and can be purchased by the Coal Tax Loan program. While the interest rates may be slightly higher than those available through SBA, the CDC is another funding tool to explore, particularly in times of lower interest rates, and especially if tax-exempt bond financing is discontinued. The bank's position in such a funding package is a shared first.

Financing City Improvements: One of the most striking improvements the city could undertake in the commercial district is the installation of historic street lights. The Montana Department of Highways has agreed to pay its cost of a lighting project toward the historic light system if the city would pay the additional costs. The question then becomes one of where the city gets its money.

Should UDAG or CDBG come into city coffers, the repaid funds could pay for street lights. General Electric also has a plan to finance lighting systems, and often the power savings repays the light installation cost in a few years' time.

Should any of the above options fail to materialize, the individuals of the business district can petition the city to create a lighting improvement district, as was done in Cody, and assess the property owners for costs.

The city has various financing tools available to it to improve the infrastructure system. The Certified Cities Committee has collected extensive information on sources, and will continue to supply the city council with such information. The Build Montana program is also available to cities in the form of Cash Anticipation Loans, an inter-

mediate-term capital program to refinance existing indebtedness, and installment loans at around 6½% interest to purchase capital improvements.

With all these financing tools available, Red Lodge can afford to do the Downtown Revitalization project.

TAXES

Taxes are something we all have to pay, and expect to pay. Beyond that, however, the tax code is used to encourage or discourage certain types of actions. State and federal tax codes were evaluated to see how they might be used to encourage implementation of the Downtown Revitalization Plan. Here is a synopsis of the findings:

Tax Advantages for Rehabilitation

Federal Income Tax Credits: Currently a 25% income tax credit is offered to owners of historic buildings as encouragement to complete a certified rehabilitation in compliance with the **Secretary of the Interior's Standards for Rehabilitation**. Application for certification is made to the National Park Service through the SHPO in Helena. The proposed tax reform act, while deleting many of the investment tax credits, proposed to keep this encouragement for historic rehabilitation at a 20% level. Please discuss details and status of this tax credit with an accountant, and feel free to call on the local or state preservation office for assistance in completing the application for certification. It is strongly advised that the application be completed, reviewed, and approved prior to beginning any work, in order to ensure compliance with the Standards.

Work completed as a part of this Plan will greatly simplify the application process for owners of buildings in the Red Lodge Commercial Historic District. The history, significance, and existing condition have been documented for each structure, and the proposed redesign is intended to guide the owner in an appropriate facade treatment. More design detail work remains to be per-

formed for each structure. Once these design decisions have been made, exterior and interior photo documentation of "before and after" will be required.

State Income Tax Credits: (MCA 15-32-103 to 109) While no rehabilitation credits are offered under state law, credits can be earned for the energy conservation measures included in the rehabilitation. In order to obtain the benefits of this code, application is made to the Energy Division, Department of Natural Resources and Conservation in Helena. Buildings do not have to be historic to qualify for these credits.

Local Property Tax Incentives: (MCA 15-24-1501) Montana code authorizes cities and counties to pass resolutions to grant property tax incentives to owners who rehabilitate or expand their structures. The law limits the tax break to a percentage of the increased value, which results in stabilizing the tax bill during construction, and increasing it gradually over a five-year period until the new value tax is paid. Application must be made to the governing body in advance of construction, and must be approved by resolution of the governing body. Forms are available from the Montana Department of Revenue in Helena. Buildings do not have to be historic to qualify for this provision of the law.

Incentives For New Or Expanding Business and Industry

Economic revitalization entails more than just improving the appearance of buildings. It involves attracting new businesses to fill the vacant spaces, and creating more jobs for local residents. Following are two provisions in the state tax code to encourage economic revitalization.

License Tax Credit: Montana Law (MCA 15-31-124) provides a license tax credit of 1% a year for a period of three years calculated from the total wages paid in this state by a new corporation manufacturing a product not currently produced in the state. An existing industry that expands its full-time jobs by 30% or more may also take the credit, calculated on 1% of the increase in payroll.

Property Tax Incentive: (MCA 15-24-1402) The governing body of a county or incorporated city may by resolution set the taxable value of a new or expanding manufacturing facility at 50% of its taxable value for the first five years, increasing it by 10% in each of the succeeding five years. Full taxable value is reached the tenth year, with an overall property tax savings to the manufacturer of 35%.

Local Government Sources Of New Tax Revenue

While tax relief may encourage individuals to take on specific projects, increased tax revenues can also help a city make itself more suitable or appealing to an investor or developer, and thereby encourage implementation of this Plan. Following are several options the city has to raise money to finance improvements:

Business Improvement Districts: (MCA 7-12-1101) Upon receipt of a petition signed by owners of more than 60% of a specified area, the city could create a Business Improvement District. Regulated by a board of appointed trustees, assessments could be levied to provide special police, maintenance, cleanup, landscaping and beautification projects, repair, encouragement of private investment and business expansion, administration, promoting and marketing.

Economic Development: (MCA 90-5-112) On approval of the voters of a city or county the governing body can levy up to one mil for a period not to exceed five years for the purpose of promoting economic development. Such a fund could help finance the economic development work of the Red Lodge Certified Cities Committee.

Tax Increment Financing: (MCA 7-15-4281 to 4293) The city can delineate an urban renewal district in which it proposes to halt decline and blight and to improve the economic viability. It must adopt a plan and a budget to use the incremental or increased tax for that district. The tax increment is the increase in taxes as a result of property improvements that raise the taxable evaluation. It is measured by beginning with a base year or set taxable value. In future years the increased tax above that base level is set aside for

special improvements in the district. The increase can be so earmarked for a period up to ten years and includes all the increased taxes from each taxing jurisdiction (city, county, state, and school district). The tax increment is frequently used to repay bond issues.

Local Option Resort Tax: (MCA 7-6-4460) The voters of Red Lodge, a resort city as defined by the Montana Department of Commerce, may elect to impose a resort tax of up to 3% on resort or luxury items purchased within the city limits. The resort tax may be placed on the ballot by an initiative (petition) of the registered voters or by a referendum (resolution) of the city council.

While the law requires that at least 5% of the revenue from such a tax must go to decrease property tax, the balance may be used for major infrastructure improvements and beautification and revitalization projects.

Zoning

Zoning is a way of guiding community growth by encouraging the most appropriate use of the land throughout the community. It is a means of keeping incompatible uses out of designated areas. Zoning is also a method of regulating use according to density, set-backs, parking requirements, and sometimes even construction materials. Red Lodge adopted a zoning ordinance in 1974. The Certified Cities Committee reviewed the Red Lodge Zoning Ordinance with the Zoning Board and with staff from the Local Government Assistance Division, Montana Department of Commerce. A list of necessary changes was developed to update the ordinance in conformity with the Montana Codes, and to reflect recent opinions of the court.

It is appropriate to review the ordinance further, to recommend any changes that could enhance the city's potential for revitalization, and to make all the recommendations for change at one time. The procedures for amendments are found in MCA 76-2-305.

The Commercial Historic District is in the Central Commercial Zone. The intent is to "provide

for shopping and business facilities conveniently grouped in a core fashion within a community.” The permitted uses do not include apartments, light manufacturing, or light industry.

Earlier theories of zoning were based on separating residential, commercial, manufacturing, and industrial areas as discreet units, each incompatible with the other. The noise and smokestacks of industrial areas were indeed undesirable for a residential neighborhood. Current theories of economic revitalization, however, accept a combination of uses that are compatible, such as non-polluting hi-technology and low-noise industry. The idea is to create centers of activity where people live, work, shop, and play.

The Red Lodge Zoning Ordinance should be amended to include apartments and low-noise, nonpolluting light manufacturing and industrial concerns on the upper floors of the central commercial district. The street-level spaces should be reserved for retail and business concerns.

The zoning ordinance currently has bulk requirements that tend to destroy the historic appearance of the downtown. No more than 95% of a lot can be covered with a structure, and 5% must be landscaped within the front and corner side yards. The set-back requirements are 10’ in the front, 0’ in the rear, and 10’ on corner lots. Height is restricted to 45’—or a three-story building.

Historically, all commercial structures were built to the front lot-line, creating a solid row of buildings along the sidewalk. The traditional conformity was an important part of the streetscape. As buildings have been replaced, the set-back creates a jagged line and destroys the original pattern. The zoning regulations should be amended to delete the set-back, and instead, to

require construction from the front lot-line.

The zoning ordinance and zoning map were adopted prior to any listing on the National Register of Historic Places within the city. Since its adoption the Red Lodge Commercial Historic District, and the Warlia Boarding House and Sauna at 20 N. Haggin, have been listed. Nominations have been submitted for the Hi Bug Residential Historic District, the Congregational Church at 21-23 N. Word, and the Episcopal Church at 9 N. Villard. A policy should be adopted to indicate historic districts and individual properties on the zoning map as soon as they are listed on the National Register, thus ensuring that historic values are not inadvertently overlooked during planning or contemplated changes.

Some communities have gone beyond map designation to regulate, design, and review facade alterations prior to issuing building permits. While Red Lodge does not have authority to issue building permits, its ordinance could specify conditions or requirements for buildings in a historic district. It is recommended that preservation, rehabilitation, and revitalization of Red Lodge’s Historic District be taken into account during the review and amending of the current zoning ordinance.

A sign ordinance is included as a part of the Red Lodge Zoning Ordinance. It has not, however, discouraged or prohibited the installation of signs that are incompatible with the early historic character of the buildings in the central commercial district. The sign regulations should also be reviewed to determine whether improvements can be made to assist in the implementation of this Plan. Building owners should always consult the sign ordinance prior to planning any sign changes.

SUMMARY

Every block in the Red Lodge Historic District is comprised of individual buildings, each with its own particular character. Collectively these individual parts make up the whole, and give each block a character of its own. Dealing with these parts on an individual basis is the first step to achieving a unified district. Moving back from the individual parts to see the block as a whole is the second step. We must look at not only ourselves but also our neighbors. How do we relate to each other with texture and color? Do our signs complement each other, or do they conflict to the point that neither is effective? By using a Block-by-Block design method, owners can see a visual representation of the future potential of Red Lodge. Although not required or set in concrete, the proposed Block-by-Block redesigns provide a plan for consideration. An individual can compare the existing with the proposed to assess the changes and generate pertinent questions or even applicable suggestions for their block rehabilitation.

One of the key factors in distinguishing this sector as a Commercial Historic District is to establish a thread of unification. The buildings are the major component, but other elements that visually connect the blocks to each other and bond the district as a whole are equally important. Historic street lights can be extremely effective as such a bonding element. They create a rhythm on the street, they become a framework for street signs and directional information, or they can accommodate festive decorations such as streamers, flags, Christmas decorations, or flower baskets. They are elements that work both day and night creating the atmosphere of a historic period. Imagine the Red Lodge main street with the soft glow of historic street lights and snow gently falling. What a romantic mountain setting for those visitors looking for that special place!

Other unifying elements that could bond the district are historic signs painted on blank side walls, either for advertisements or to promote the area's recreational and annual activities. (See Figure 57 for sidewall signage.) Mural-like signs can enhance the appearance of the side wall and are an effective means of letting travelers know what Red Lodge has to offer.

The Block-by-Block proposals are a comprehensive approach to the revitalization of Red Lodge's buildings. They take into consideration everything from old to new, side walls to vacant lots, signs to street lights. It is intended that these proposed blocks become a guideline for redesign in the Red Lodge Commercial Historic District. The benefit to the owners who undertake this task of rehabilitation will be the revitalization of the biggest and best advertising tool available—a whole city to entice the vacationer. Not just a sign, not just one window display, but an entire district that speaks for itself, that beckons the traveler to stop, explore, and stay or return to enjoy the special festivities, shops, dining, accommodations, and recreation the area has to offer.

Study these design proposals, choose solutions that work for you. Do the work, enjoy the results, and experience the gradual transformation that happens right before your eyes. Economic benefits will be realized along with a stronger sense of community pride and place.

This document can be used by owners as a tool to understand the revitalization process. Through a collective design goal the district can gain a visual cohesiveness that will say to the observer, "Red Lodge is a special place."

The full impact of the physical revitalization can be achieved by the following course of action:

- 1) Fully develop the historic character of the remaining historically significant structures.
- 2) Undertake modifications to the existing non-contributing structures to blend them into the historic context.
- 3) Establish a design guideline for new construction that relates to the historic building fabric.

- 4) Reinstall the historic five-globe street lights.
- 5) Provide ample parking in or near the commercial district.
- 6) Increase promotion of Red Lodge and augment activities and events.
- 7) Upgrade city services.
- 8) Improve the city parks, recreational opportunities, and landscaping.
- 9) Select the most appropriate means to finance downtown improvements.
- 10) Amend the zoning ordinance to require no set-back, and to permit mixed-use in the central commercial zone.
- 11) Establish a preservation ordinance tailored to the needs of Red Lodge.
- 12) Develop guidelines for signs that will fit the historic character of the district.

The Downtown Revitalization Plan should also serve as a promotional tool. The first step has been taken. The Block-by-Block designs and the Existing Condition Analysis are visual examples of improvements needed to enhance the current streetscape. With this visual guideline a concept exists. Some very strong patterns have been demonstrated that, when put to use, will achieve results. As supporters of the revitalization complete their buildings, others will recognize the value of sensitive, professional rehabilitation. More must follow, and with each sensitive rehabilitation another piece of the district will be complete. Soon what was once the exception will be the norm. Red Lodge is on its way to rediscovering its historic character, preserving its past to secure its place in the future.



Fig. 103. Broadway looking south, 1929.

