

# Williams Historic Business District Design Guidelines

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## Introduction

The City of Williams has a unique stock of important historic buildings. The Williams Historic Business District, listed on the National Register of Historic Places, consists of seven blocks of buildings. They date from the late 1880s to the 1930s. The District has a high degree of significance as an important intermodal transportation hub connecting the South Rim of the Grand Canyon with the world. The interrelationship of Route 66 and the transcontinental and Grand Canyon railroads allows people to arrive by private car, bus and train.

The architecture of the Williams Historic Business District has a high degree of integrity. The vast majority of facades exhibit their original configurations and materials. This level of preservation of historic fabric is rare and deserves continued respect and conservation of original materials and components. These Design Guidelines provide guidance on maintaining the historic integrity, and preservation, of the architectural heritage of the Williams Historic Business District. **Figure 1 (See Appendix A)**

## Historic District Overview

### Location and Boundaries of the Historic District

Boundaries for the Williams Historic Business District include all of the area associated with the commercial development of downtown Williams at the turn of the 20<sup>th</sup>-century (Hoffman, Williams Historic Business District NR Nomination, p. 4). The north and south of the District are residential areas. To the east and west, along U.S. Route 66, are post-1945 commercial establishments (motels, gas stations, restaurants) which cater to the Williams tourism industry.

With the exception of the buildings which served the Railroad (Fray Marcos Hotel and ticket office, and track warehouses), the District lies south of and adjacent to the railroad tracks. Since the 1920s, U.S. Highway 66 (a.k.a. Route 66), a major national highway, has run through the center of the District. (NR Nomination)

The Williams Historic Business District has been the primary commercial center of Williams since 1880. It is divided into three zones: 1) Saloon row, extending along the south side of the Railroad Avenue from 1<sup>st</sup> Street to 2<sup>nd</sup> Street; 2) a commercial zone, and 3) Railroad properties, which lie north of Railroad Avenue on both sides of the railroad tracks. (NR Nomination)

1 District Boundary Map

2 *(Add Boundary Map from NR Nomination – higher resolution copy not available – will need to*  
3 *produce a new plan) – Larry? (place on separate page (8-1/2 x 11)*

4 Note: District boundary is at the centerline of the alley

5

6 Williams Historic Business District History

7

8 The Williams Historic Business District has always been associated with the Santa Fe Railroad  
9 and the U.S. Highway 66. The business district of Williams was created in anticipation of the  
10 coming of the railroad, and remained and grew as the Santa Fe used the town to locate  
11 managerial offices and maintenance facilities, and for food, lodging, and recreational  
12 opportunities (NR, 8.1). The District is essentially a result of the National effort to connect the  
13 east and west coasts by rail, serving people involved in national transportation, the railroad  
14 enterprise, tourists, and those who served the tourists.

15

16 Williams is located in northern Arizona surrounded by pine-covered hills and volcanic  
17 mountains, including the San Francisco Peaks 28 miles to the east, and many grassy valleys,  
18 meadows and prairies. Much of the area, including Williams, was originally dedicated to sheep  
19 and cattle ranching. The Atlantic and Pacific Railroad made steady westward progress  
20 extending their route, reaching Williams in 1882. During the 1880's several businesses opened  
21 on land still owned by rancher Charles T. Rogers, which essentially became the town of Williams  
22 (NR Nom, p.8.1). The first post office was established in June 14, 1881 and Charles T. Rogers  
23 was appointed the first postmaster. The first major business was a store, opened by Mr.  
24 Rogers.

25

26 The arrival of the railroad provided easier access to market for ranchers, than in other similar  
27 suitable environments, and thereby secured the sheep and cattle industries in northern  
28 Arizona. Williams became an important shipment center for cattle, sheep, and wool. By August  
29 1883 offices of the Atlantic and Pacific Railroad were located in Williams, and the community  
30 was prospering. The principle businesses were general merchandise stores, wholesale and  
31 retail liquor dealers, a saloon and a restaurant. Two fires in less than a week in 1884, destroyed  
32 a large portion of the business area of Williams. Williams developed a reputation for being a  
33 "tough" town in the 1880s, catering to cowboys, shepherders and railroad workers seeking  
34 relaxation. Business increased over time, including expansion of railroad facilities.

35

36 The town grew, and by 1895 the population was 600. By 1900 it had doubled to 1200 people.  
37 To meet increasing needs of the residents, new businesses were established. Fires in 1895,  
38 1896, 1901, 1903 and 1908 resulted in the loss of many business properties, but fortunately  
39 1908 was the last major fire to occur in Williams (NR Nom, p.4-5). By 1910, lumber, livestock

1 and railroad industries provided the basis of the economy of Williams. By 1920, it was apparent  
2 that the best source of income from tourists traveling to the Grand Canyon.

3  
4 In the 1920s, a federal highway was established along the route approximating the old Whipple  
5 Wagon Road. It became known as the National Old Trails Highway. Around 1928, it was  
6 renamed U.S. Highway 66 (a.k.a. Route 66). Route 66 construction, including federal support  
7 for highway maintenance, was significant in adding to the number of tourists who arrived in  
8 Williams since the highway was routed through the center of Williams (NR Nom, p. 8.7).

9  
10 Most important of all to Williams is its tourist traffic. Although not all Grand Canyon tourists  
11 stop in Williams, not all those traveling on Route 66 are traveling to the Grand Canyon.  
12 However, the volume of traffic is such that tourism remains Williams' major industry. Auto  
13 tourist-related businesses grew and benefitted from the increased traffic flow to and through  
14 Williams, which created, and maintains, the Williams Historic Business District to this day.

#### 15 16 Formation of the District

17  
18 The Williams Historic Business District lies at the center of City of Williams, and includes  
19 portions of the Original Town Site, portions of the Scott Addition, businesses associated with  
20 the Atchison, Topeka, Santa Fe Railroad. The Williams Historic Business District was first  
21 inventoried in 1979, and listed on the National Register of Historic Places in 1983. Boundaries  
22 for the District were chosen to include all of the area associated with the commercial  
23 development of downtown Williams around the turn of the 20<sup>th</sup> Century. Each of the areas of  
24 commercial development, and the buildings related to these enterprises, were taken into  
25 consideration in the formation of the District. Outside the proposed District there are buildings  
26 of required age (over 50 years old) and architectural integrity, but they were not connected  
27 with the development of the downtown in a commercial sense (see [Boundary Map on page \\_\\_\\_](#)).

#### 28 29 Authority over Activities in the District

30  
31 The City of Williams entered into the Arizona Certified Local Government (CLG) Program in  
32 1986, and established a Historic Preservation Commission in 1990. The Commission consists of  
33 members of the community who have an interest in or have knowledge of Williams History  
34 and/or individuals who have an economic interest within the Historic District. The Historic  
35 Preservation Commission provides recommendations to City Council and to business owners  
36 within the historic district.

#### 37 38 **District Qualities and Design Elements**

#### 39 40 Architectural Overview

1  
2 The architectural character of Williams has remained relatively intact over time, due to a later  
3 growth than other Arizona communities, including Flagstaff. As stated in the William Historic  
4 Business District National Register Nomination: “Williams remains a virtually unique museum of  
5 late 19<sup>th</sup> and early 20<sup>th</sup> century adaptive vernacular architecture, reflecting pan-United States  
6 tastes, the aspirations and life styles of the times in which they were conceived and the  
7 adaptation of those styles to the frontier environment... some of the finest examples in the  
8 region of vernacular frontier commercial architecture” (NR Nomination, p. 1). Although fires  
9 repeatedly destroyed downtown Williams in the early years, after 1908 no major fires occurred,  
10 nor building booms, which has left a significant stock of early 20<sup>th</sup> century buildings. Downtown  
11 Williams is a time capsule of sorts of adaptive architectural styles from the late 1800s to the  
12 early 1900s (NR Nomination, p.1).

13  
14 Most of the buildings (all but four) in the District are single-story businesses in a Victorian  
15 Commercial style. Examples include recessed central entrances, with transom windows flanked  
16 by large glass front bays. The facades are topped by simple corbelled brick parapets.  
17 Vernacular buildings throughout the District include those with pressed metal siding or rock  
18 construction. All buildings in the District are rectangular in plan, with the exception of the Fray  
19 Marcos Hotel. Most fill a narrow lot (approximately 25 feet wide). The single most common  
20 design element, aside from the general character, is the rounded or segmental arch (NR Nom,  
21 p. 2).

22  
23 The Williams Historic Business District is significant for its range of architectural styles,  
24 representing adaptation of styles of the “outside world” to the frontier environment. (NR, p.  
25 8.1). “It is a microcosm of turn-of-the-century architectural styles as interpreted in a frontier  
26 town” (NR Nom, 8.1).

27  
28 All of the buildings within the District contribute to its sense of time and place. The District is  
29 an excellent collection of representative architectural styles from the late 19<sup>th</sup> century to the  
30 present day. The 19<sup>th</sup> century buildings that retain most of their original integrity are:

31  
32 Totzlaff Building  
33 Grand Canyon Hotel  
34 Cabinet Saloon  
35 Crowe-McCoy Building  
36 Pollock Building  
37 Boyce-Belgard Building

38  
39 Those from 1900-1915 which retain most of the original integrity include:  
40

- 1 The Fray Marcos Hotel
- 2 Duffy Brothers Grocery Store
- 3 The Old Parlor Pool Hall
- 4 Alternative Impressions
- 5 Messimer's Insurance
- 6 Applegate Western and Casual Wear
- 7 Foster's Indian Store
- 8 The Telegraph Office
- 9 Citizen's Bank
- 10 The Freight Depot

11  
12 Other buildings which are significant historically (where the modifications are reversible, or the  
13 building has acquired a new significance of its own) include:

- 14
- 15 Babbitt-Polson Building (only example of Art Deco in the District)
- 16 The Sultana Building
- 17

#### 18 Landscape/Streetscape

19  
20 Generally, buildings in the District are built with a zero lot -line setback, with no landscape \_\_\_\_  
21 (not sure what this word is in your notes...). Where gas stations, convenience stores and motels  
22 appear in the District, some landscaping and parking is in place. Period style streetlights are the  
23 main streetscape feature.

#### 24

#### 25 Traffic Flow, Pedestrian Circulation, Parking

26  
27 The alternate one-way streets that transverse the east/west length of the District allow for a  
28 mixture of diagonal and parallel parking. This configuration, along with signage, provides a  
29 traffic calming/slowing effect that contributes to pedestrian safety and better viewing of  
30 storefronts. The strong Route 66 theme celebrates the automobile. The older gas stations in  
31 the District have been preserved and rehabilitated to play on the auto/Route 66 theme.

#### 32

#### 33 Relationship to Grand Canyon Railway and South Rim

34  
35 In 1891, William W. Bass began a regular stage service between Williams and the Grand Canyon  
36 (NR Nom, p. 8.6). Work began in 1898 on a railroad from Williams to the Canyon. The addition  
37 of the railroad route from Williams to the Grand Canyon was an important economic stimulus  
38 for the town. In 1902, the slogan now used by Williams, "Gateway to the Grand Canyon," first  
39 appeared in the *Williams News*. It was officially adopted as the town slogan in 1984.

40

1 During the early years of the 20<sup>th</sup> century accommodations for tourists were limited. The  
2 principal hotel was the Grand Canyon Hotel in Williams. The railroad completed the El Tovar  
3 Hotel at the Grand Canyon in 1905, placing it under the operation of the Fred Harvey Company,  
4 which had been providing meals for tourist in converted railroad cars sidelined at Williams,  
5 because they did not have a hotel facility in Williams. In 1908, the Fray Marcos Hotel, a Harvey  
6 House, opened in Williams.

7  
8 Travel to the Grand Canyon increased substantially in 1901, following the opening of a road  
9 between Williams and the Grand Canyon South Rim. Auto travel from Williams to the Grand  
10 Canyon eventually exceeded that of the train (ca. 1927). By 1930, cars far exceeded the  
11 railroad in the number of tourists brought to the Canyon (NR Nom, p. 8.7). Although rail travel,  
12 generally, increased during WWII, the Grand Canyon tourist line was discontinued in July 1942.  
13 The Grand Canyon Railway, which had control of the line since 1901, was dissolved in 1943 and  
14 its property was transferred to the Atchison, Topeka and Santa Fe Railway Company. Service to  
15 the Canyon was restored after the war. In 1968 the railroad was abandoned due to ever  
16 increasing popularity of the automobile (NR Nom, p. 8.8). The Grand Canyon Railway resumed  
17 operations in 1989, which still takes tourists on a scenic trip to and from the Grand Canyon  
18 today.

## 22 DISTRICT RECOMMENDATIONS

### 24 Elements Worthy of Preservation/Character-Defining Features

#### 26 **Siting of Buildings**

27 All of the contributing buildings in the Williams Historic Business District have zero  
28 setbacks, which means they are aligned at the inner edge of the sidewalk. [Figure 2](#)

#### 30 **Streetscape/Landscape**

31 The streetscape in the Williams Historic Business District is designed, and is still  
32 functioning, as a one-way configuration with cross streets and alleys. In some areas,  
33 businesses have taken over the open space between buildings for outdoor seating  
34 areas, business access, and parking.

35  
36 The Streetscape landscaping consists of flower in planter and pots hanging from  
37 replicate historic streetlight fixtures. [Figure 2](#)

#### 39 **Building Size and Scale**

1 Most roofs in the District are concealed behind a parapet. This is a strong character-  
2 defining element. [Figure 3](#)

### 3 4 **Doors and Windows**

5 Doors and windows are an important character-defining feature of historic buildings  
6 (and all buildings). Generally, the mass of historic buildings is balanced by an open and  
7 accessible first floor with vertical windows. Vertical windows were originally a climatic  
8 response in which transoms, operable openings above the doors, along with double  
9 hung windows, allowed the breezes to travel across the tops of rooms to remove the  
10 warm air. This combination of style and practicality should be respected and preserved  
11 in historic buildings. Street level storefronts are mostly glass with window area using  
12 60-90% of the façade street frontage. Second story windows have a much lower  
13 percentage of window area, approximately 10-25% of frontage. [Figures 4, 5, 6, 7, 8](#)

### 14 15 District Design Guidelines

16  
17 The four major approaches to preserving historic buildings are defined by the National Register  
18 of Historic Places as Restoration, Preservation, Rehabilitation and Reconstruction.  
19 Rehabilitation is the most common approach, in which the historic, character-defining features  
20 which remain are preserved, but aesthetically compatible changes are made to allow the  
21 building to continue to be utilized, often for a use different from the original use. This approach  
22 respects the character of the past while allowing for contemporary changes which do not  
23 damage or detract from the historic character of the building. Most of the buildings in the  
24 Williams Historic Business District have been Rehabilitated, and that approach will likely  
25 continue.

26  
27 As a comparison, Restoration is the process of accurately returning a building to a specific  
28 period in time and the same (or a very similar) use of the building, including restoration of  
29 missing or altered features, including windows, doors, materials, colors and other original  
30 design features. Preservation is a process of retaining what remains of the character-defining  
31 features, but no reconstruction of missing features or attempt to replicate the character of the  
32 building at a point in time. All other elements of the building are repaired and maintained in  
33 their current condition. Reconstruction is the accurate reproduction of historic property which  
34 has been demolished or is unsalvageable as it stands. Reconstruction is generally a last effort,  
35 saved primarily for properties which have a high level of significance as defined by the National  
36 Register of Historic Places (see National Register Criteria in Appendix \_\_).

### 37 38 **Siting**

39 To maintain the historic pattern, all setback should be zero for at least 50% of the first  
40 floor and 100% for second and third floor facades (including the roofline). There is no



1 requirement regarding depth, angle or shape of inset. (Exception: Historical gas  
2 stations). This allows up to one half of the first floor façade to be inset under the  
3 second floor, providing shelter, public safety and additional commercial display space.  
4 [Figures 9 & 10](#)

## 5 6 **Streetscape/Landscape**

7  
8 Since there is a zero setback, landscaping on private property is not possible in the  
9 District.

10  
11 Landscaping in front of buildings is not allowed at the front of the building within the  
12 front property line. Hanging plants suspended from the structure are permitted and  
13 encouraged. Landscaping within the District is limited to the public right of way. [Figure](#)  
14 [11](#)

15  
16 Care should be taken that historic portions of the sidewalk are preserved ([are there any](#)  
17 [historic portions of the sidewalk in Williams?](#))

## 18 19 **Building Scale, Massing and Proportion**

20  
21 Maximum building height 35 feet (refer to Land Development Code)

22  
23 Flat Roof (low slope, draining to the back of the building) with parapets (a vertical  
24 extension of the façade above the roof) are an important part of the massing of  
25 buildings in the historic District, and therefore should be maintained (repaired) or  
26 replaced in kind. [Figure 12](#)

27  
28 One-story buildings shall be between 16 and 24 feet in height (as measured from the  
29 front sidewalk to the uppermost part of the roof line)

30  
31 Two story buildings shall be between 28 and 35 feet in height

32  
33 The mass to void ratio defines the building character, and should be maintained.  
34 [Figure 13](#)

35  
36 As a generally rule, the wider the building, the taller it should be. [Figure 14](#)

37  
38 No roofs, roof materials, or mechanical equipment mounted on the roof shall be visible  
39 from the front elevation.

40



1       **Doors and Windows**  
2

3       The way the openings (doors and windows) are set in an elevation has a significant  
4       impact on the mass, style and gracefulness of a building. The arrangement of doors and  
5       windows was an important element in the original design of historic buildings in the  
6       district.  
7

8       Preservation of Original Windows: Historic/original fixed and operable windows should  
9       be preserved as the preferred treatment. Repairs, if needed, should be performed in  
10      the gentlest manner possible.  
11

- 12      ○ **Window Repairs:** Original sashes should be repaired with “Dutchman”  
13      replacement pieces or epoxy filler. Exact replacement sash may be used if more  
14      economical to repair.  
15
- 16      ○ **Storm window** inserts may be added in place of the screen sash for thermal  
17      energy performance improvement.  
18

19      Window Replacement: If windows or window components are beyond repair, the  
20      following window replacement guidelines shall be followed:  
21

- 22      ○ The use of wood windows and storefronts is strongly encouraged. Vinyl-clad  
23      wood is acceptable if the material gives the appearance of wood.  
24
- 25      ○ Aluminum or bare metal are **not acceptable** for any application. Steel may be  
26      used for doors and windows if painted a compatible color with the rest of the  
27      building.  
28
- 29      ○ Replacement with new commercial windows is **not recommended**.  
30

31  
32  
33      Windows: Proper orientation of window openings avoids the appearance of either  
34      being too delicate on one hand, or too imposing on the other. Windows types,  
35      orientation, quantity, and size guidelines are as follows:  
36

- 37      ○ **Window types:** Windows should be single, double hung, or fixed. Casement  
38      windows are acceptable if they meet the vertical orientation criteria (see  
39      *Orientation* below). Sliding, awning, hopper or jalousie windows are not  
40      acceptable. The use of wood for windows is strongly encouraged. Vinyl-clad

1 wood is acceptable if the material gives the appearance of wood. Aluminum or  
2 bare metal is not acceptable. [Figure 15](#)

- 3
- 4 ○ **Orientation:** Windows shall be vertical in orientation. The height of each  
5 window opening should be at least one and one-half times the width (e.i., a 3-  
6 foot wide opening must be at least 4-1/2 feet tall). [Figure 16](#)  
7
- 8 ○ **Second floor windows:** All the windows in the second and third floors should be  
9 between two and four feet wide. No single opening in the second or third floor  
10 should exceed four feet in width. [Figure 17](#)  
11
- 12 ○ **Storefronts:** The first floor shall consist of “storefront” openings. The  
13 storefronts should have opaque (solid) lower panels one and a half to three feet  
14 high. The use of wood for storefronts is strongly encouraged. Vinyl-clad wood is  
15 acceptable if the material gives the appearance of wood. Cast iron storefronts  
16 are acceptable. Aluminum or bare metal is **not acceptable**. [Figure 18](#)  
17
- 18 ○ **Glass panes:** Window panes shall be glass (not plastic or Plexiglas). The  
19 individual glass panes should have a vertical orientation (as described above  
20 under Window Orientation).  
21
- 22 ○ **Transom windows:** Fixed transom windows above the doors and windows up to  
23 the bottom of the interior finished ceiling are encouraged. Transoms do not  
24 need to be operable. [Figure 19](#)  
25
- 26 ○ **Window area:** Door and windows can be up to 75% of the front elevation;  
27 second and third floor windows openings can be up to 50% of the elevation.  
28 Large, continuous openings on the first floor are encouraged, but are not  
29 mandatory. [Figure 20](#)  
30

#### 31 Doors:

- 32
- 33 ○ **Door swing:** No door should swing into the public right of way (sidewalk).  
34
- 35 ○ **Material:** The use of wood for doors is strongly encouraged. Vinyl-clad wood is  
36 acceptable if the material gives the appearance of wood. Aluminum or bare  
37 metal is not acceptable. Steel may be used for doors and windows if painted a  
38 compatible color with the rest of the building. [Figures 21 - 23](#)  
39

#### 40 **Wall Materials & Finishes**

1  
2 The materials of a building contribute significantly to its character and is often the first  
3 identifying feature of a building. Much of the character of the buildings in the Williams  
4 Historic Business District has to do with the use of materials as it does with the siting  
5 and massing. Thus, the compatible use of materials is strongly encouraged to continue  
6 the design theme established at the turn of the 20<sup>th</sup>-century.  
7

8 Existing materials shall treated in the following sequence: 1) Repaired; if not reparable,  
9 2) replaced in kind. See: NPS Preservation Briefs ([https://www.nps.gov/tps/how-to-  
10 preserve/briefs.htm](https://www.nps.gov/tps/how-to-preserve/briefs.htm)) for additional technical information on building materials, repairs  
11 and replacement.  
12

13 Masonry: The use of brick and stone masonry is required. [Figures 24 - 28](#)  
14

- 15 ○ Masonry may be either structural or veneer: fired clay brick or native stone
- 16 ○ Native stone of the area includes basalt and sandstone.
- 17 ○ Split-face masonry is acceptable if used with an integral color.
- 18 ○ The façade material must be left in a natural condition with no glazing, paint or  
19 other applied finish.  
20

21 Stucco: Stucco shall be used as an accent only. [Figure 29](#)  
22

- 23 ○ New or existing materials shall not be covered in stucco, gunite or other spray  
24 applied material.
- 25 ○ Stucco accents may be painted.  
26

27 Wood: Wood may be used as an accent material only (trim, cornices, etc.). [Figures 10,](#)  
28 [18, 19, 26, 30, 31](#)  
29

- 30 ○ New or existing facades shall not be sheathed in wood, metal or vinyl.
- 31 ○ Wood may be stained or painted.  
32

33 Roof and Roof Parapet: [Figures 32](#)  
34

- 35 ○ Pressed metal cornice (prefabricated) shall be repaired or replaced in kind
- 36 ○ Metal roofing is acceptable.
- 37 ○ Most roofs in the District are concealed behind a parapet. This is a strong  
38 character-defining element that should be respected in rehabilitation
- 39 ○ The color of the roofing material shall be an earth tone or match the color of the  
40 building to reduce glare

1       **Awnings** [Figures 33-36](#)

2  
3       Awnings shade in the summer and provide cover during rain; add an inviting human-  
4       scale to the front of a building that looks sheltering and inviting; provide an opportunity  
5       for color and variety to the building elevation; and a place for appropriate business  
6       identification at street level.

- 7  
8       ○ The use of canvas awnings is recommended.
- 9  
10      ○ Metal awnings, including aluminum, are **not acceptable**.
- 11  
12      ○ First floor awnings may extend over the public right of way (sidewalk).
- 13  
14      ○ The width of the awning may be up to the width of the storefront or inset.
- 15  
16      ○ The color should match or be complementary to the primary color of the façade.  
17        The color must not detract from the façade.
- 18  
19      ○ Second floor awnings are also encouraged.
- 20  
21      ○ One awning should be used for each window, although one awning may cover  
22        not more than two windows at a time.
- 23  
24      ○ Awnings should be horizontal with an angle of approximately 45 degrees from  
25        the sidewalk to the façade. Curved awnings are permitted but not encouraged.

26  
27      **Signage** [Figures 37-41](#)

28  
29      Current signage is eclectic, with just about any type of frontage sign imaginable. The  
30      largest sign is the Circle K, with the Arizona Motor Hotel a close second. The tallest sign  
31      is the Cannon Club. Most other signs are similar in size and character to each other.

- 32  
33      ○ Many historic buildings include insets or other areas within the façade designed  
34        specifically for signage. Where this condition exists, the signage shall be  
35        constrained within this area and shall not extend beyond the provided borders.
- 36  
37      ○ Signage should complement and not detract from the building.
- 38  
39      ○ Signage shall be used for identification only, not for advertising.
- 40

- 1 ○ All signage should be placed flat against the façade. One suspended  
2 perpendicular sign per building is permitted if it complies with the rest of the  
3 requirements of these guidelines.
- 4
- 5 ○ One perpendicular sign per business is also permitted under an awning or first  
6 floor inset. The sign shall not extend more than 30 inches from the building.
- 7
- 8 ○ Signage painted directly on the façade is permitted, if done in a historically  
9 compatible style. Signage painted on window glazing is acceptable and  
10 encouraged.
- 11
- 12 ○ Signage lighting? (Prescott allows incandescent lighting only... is LED acceptable  
13 in Williams?) Fluorescent lighting is not acceptable, either exposed or as back  
14 lighting.
- 15
- 16 ○ Signage lettering may be painted or individually cut figures.
- 17
- 18 ○ Neon may be used for lettering if set into individually cut channel-type figures.
- 19
- 20 ○ Box-type or cabinet signs are not acceptable.
- 21
- 22 ○ Translucent panels shall not be used.
- 23

#### 24 **Colors** [Figures 42-48](#)

25  
26 There is currently a wide range of colors in use in the Williams Historic Business District.  
27 Generally, the natural building colors range are red brick and sandstone (from the local  
28 area), and stucco and brick which have been painted any number of colors and color  
29 combinations. The styles of the turn of the 20<sup>th</sup> century buildings (late 1800s and early  
30 1900s) were generally natural, neutral earth tones, with natural wood (stained) or  
31 painted wood trim. Buildings in the District from the 1930s and later, in keeping with  
32 the Route 66 theme, have bolder colors, and stronger contrast in colors, primarily black  
33 and white (of the Route 66 signage) with bright accent colors and neon lighting  
34 indicative of the new era of automobile travel.

- 35
- 36 ○ Generally, the two distinct eras of architecture in the Williams Historic District  
37 should be identifiable in the buildings of each time period, and the colors reflect  
38 the building colors of those time periods in which the building were constructed,  
39 utilizing time period appropriate colors and accent colors which do not detract  
40 from the architecture, but rather enhance the entire Historic District.

- 1
- 2 ○ All building colors shall be of neutral tones, compatible with the building design
- 3 and the entire District.
- 4
- 5 ○ Accent colors of a strong contrast may be used in limited applications, such as in
- 6 building signage and trim colors, subject to the approval of the Williams Historic
- 7 Preservation Commission. Such color shall not detract from the architecture,
- 8 but rather enhance it, and the continuity of the Historic District as a whole.
- 9
- 10 ○ The color of the roofing material shall be an earth tone or match the color of the
- 11 building to reduce glare.
- 12

### 13 **Appropriate New Construction & Infill Design Guidelines**

14

15 When new construction occurs in the Williams Historic Business District, the design shall

16 be compatible with the adjacent historic buildings and the historic district character

17 overall in applying the following guidelines:

18

- 19 ○ The mass to void ratio defines a building's character; therefore, new
- 20 construction shall seek to emulate the mass to void ratio of surrounding historic
- 21 buildings.
- 22
- 23 ○ Most roofs in the District are concealed behind a parapet. This is a strong
- 24 character-defining element that should be respected and emulated in new
- 25 construction.
- 26
- 27 ○ There are a number of vacant and/or open lots, where fire and demolition has
- 28 caused buildings to be removed. These spaces provide for outdoor uses and in
- 29 the case of gas stations and motels provide for vehicular traffic and parking.
- 30 These spaces can be developed and improved for various uses:
- 31
  - 32 ■ Outdoor dining
  - 33 ■ Display of Route 66 artifacts, such as gas pumps, historic cars, etc.
  - 34 ■ Outdoor venues for events, wedding receptions, etc.
  - 35 ■ Pocket parks providing shade and/or interpretive information on the
  - 36 history of Williams and its flora and fauna
  - 37 ■ Adaptive reuse of gas stations and motel parking lots has the potential to
  - 38 add vibrant activities to the District. Car shows, swap meets, and
  - 39 farmers' markets can be accommodated while preserving historic fabric
  - 40 wherever possible

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- New buildings should respect the scale of the District and all other aspects of the built environment, including the following:
  - Structures should be one and two-story.
  - Materials should be primarily masonry (brick and/or stone).
  - Window pattern and proportion (spacing, size, and percentage of solid wall to opening area) of doors and windows should match the scale and proportion of existing historic structures.
  - Building should be sited with zero front setbacks when possible, with parking behind the building.
  
  - Rooflines should be mostly hidden behind parapets. Note: The historic Freight Depot is a rare example of a hip roof with overhangs on all sides. Buildings in proximity to the Depot may reflect this feature.
  - Parapets on the front elevation (see design guidelines for existing buildings); note that design and shape of parapets is not stipulated. It may be flat, triangular or round as long as it is sufficiently tall to conceal the roof behind it.
  
- Details add character to a façade and are encouraged, in keeping with the design of the building and the character of the District as a whole. Details can range from simple brick patterns at the roof line or window openings, to whimsical faces cast into medallions in the façade (example images from Williams or drawings?).
  - Details should be constructed of materials already in the building façade, or complimentary materials. They should add to, not distract from, the overall design of the building.
  
  - Details may include cornices (a projection at the top of a wall); friezes (areas below the cornice which may contain additional detailing); pediments (a triangular element resembling a gable at the building crown); accentuated lintels (the area above an opening); sills (the area below an opening); columns, parapet copings (caps at the top of the wall); arches above openings; brackets (a projection from the wall used to support a cornice); an corbelling (outward stepping at the top of a wall to form a ledge) (example images or drawings?)



- New construction should include awning bands into the design (bands set into the front façade, usually just above the storefront).
- There is also open space at the northwest corner of the District, largely railroad property. This area should be developed with consideration for the existing historic buildings and future needs in the District. This area is the largest opportunity for development of new buildings in the District.

### **Circulation and Parking**

The street circulation in the Williams Historic Business District is designed is a one-way configuration with cross streets and alleys. Parking occurs along both sides of the main east/west one-way streets. Relatively wide sidewalks allow for ease of pedestrian circulation.

- The current streetscape landscaping consisting of flowers in planters and periodic benches along storefronts is encouraged.
- Pots hanging from replicate historic streetlight fixtures should be maintained and replaced in kind, if necessary. (Does this responsibility fall on the City or business owners?)
- The first floor shall be pedestrian oriented and used for functions only accessible by foot (stores, offices, entertainment, banking, etc.).
- No uses should allow or encourage automobiles to traverse the property or cross the public sidewalk. This include parking garages, facilities with drive-thrus or drive up windows, etc.
- Automobile access should be at the back of the property for service to the building.
- Parking is discouraged anywhere on the property.

### **Threats to District Integrity**

#### Demolition

Demolition of historic properties results in a loss of historic character that cannot be replaced, affecting the visual appeal and historic attraction of the Williams Historic Business District. In turn, these losses can lead to a reduction in tourism and thereby the economic benefit to the City of Williams that tourists bring to the local economy.

- 1           ○ Rehabilitation is encouraged, preserving those features of the building which are
- 2           most character-defining of that particular building
- 3
- 4           ○ If a building can't be rehabilitated as a whole, every attempt should be made to
- 5           preserve the building exterior (shell), particularly the street façade(s), even if the
- 6           interior is entirely new.
- 7
- 8           ○ See City of Williams Historic Properties demolition requirements.
- 9           *Provide reference to City of Williams demolition process for historic properties*

### 10           Changes to Building Appearance

11           Change is anticipated, but in Historic Districts, those changes can be either enhance the

12           district or detract from it. Changes made to historic properties require particular

13           attention and care to ensure that the qualities which made those properties eligible for

14           listing on the National Register of Historic Places are not lost. The building should

15           continue to convey its original character, while meeting the needs of the current use of

16           the building and the overall historic quality of the Historic District as a whole.

### 17           Inappropriate New Construction

18           New construction (infill) in historic districts is an inherent threat to the character of a

19           Historic District. Infill construction must be done in a sensitive manner to insure that it

20           doesn't detract from the aesthetic character of the surrounding historic properties. To

21           do so threatens the integrity of the entire District. (See New Construction and Infill

22           guidelines in this document).

### 23           Building Deterioration

24           Cyclical maintenance is critical for the preservation and continued quality of historic

25           properties. Most of the historic buildings in Williams were constructed of natural

26           materials that innately require additional care, particular in the Williams climate, in

27           which temperature and precipitation extremes are the norm. A small effort in annual

28           maintenance will insure that Williams' historic properties are protected and continue to

29           provide the beauty and history for both residents and tourists. (See Cyclical

30           Maintenance and Repair Considerations below).

1           **Sustainability Considerations**

2  
3           Sustainability in historic districts includes maintenance, additions, improvement and  
4           new construction that addresses the following:

- 5  
6           ○ Retain as much of the original, historic building fabric, which preserves both the  
7           building character and the embodied energy of the materials used to construct it  
8           (energy used to extract, process, transport and install the building materials).  
9           ○ Utilize natural, renewable materials (wood and metal vs. plastics) which are less  
10           environmentally harmful, and can be recycled.  
11  
12           ○ Select low water use plant materials for landscaping/streetscaping and planter  
13           boxes to reduce water consumption.  
14  
15           ○ Use non-toxic materials for construction to preserve environmental and human  
16           health (adhesives, paint, sealants, wood vs. plastic, etc.)  
17  
18           ○ Conserve energy by adding insulation at exterior walls and ceiling/roof (see  
19           Energy Conservation below).  
20

21           **Energy Conservation: Improve Thermal Performance**

22  
23           Improving the thermal performance of an existing building will reduce heat loss in  
24           winter and overheating in summer, thereby using less energy (reduced cost to heat or  
25           cool) to maintain the same level of building comfort. This can be accomplished through  
26           the following building improvement:

- 27  
28           ○ Install additional insulation in the attic or on the roof (min. R-30).  
29  
30           ○ Check ductwork to make sure all ducts are properly sealed; and insulated where  
31           they run through unconditioned areas.  
32  
33           ○ Seal any gaps (leaks) in windows and install weather stripping on doors. Add  
34           automatic door closers to minimize loss of conditioned interior air.  
35

36           **Cyclical Maintenance and Repair Considerations**

37  
38           The climate of Williams is tough on buildings. Winter conditions bring snow and ice, and  
39           a daily freeze-thaw condition. For a good part of the year, protection from water

1 intrusion and appropriate means for allowing building to breathe to remove water and  
2 water vapor are extremely important.

3  
4 Buildings in the District are mostly well maintained and have withstood the test of time.  
5 Maintenance priorities include the following:

- 6  
7 ○ Roofs and parapets should be inspected annually and repaired or replaced, as  
8 needed, to maintain a weathertight condition.
- 9  
10 ○ Roof drainage should be directed away from foundations.
- 11  
12 ○ Masonry coatings (seals and paints should be breathable to allow moisture to  
13 escape the substrate.
- 14  
15 ○ Historic photos indicate that most buildings in the District did not have awnings  
16 over the storefronts. Over the years, awnings have been added. These awnings  
17 provide shade and protection from the elements for the storefronts. If properly  
18 installed, these awnings are reversible and do not damage the historic fabric of  
19 the buildings.

## 20 21 **Report References**

22  
23 Hoffman, Charles A., Ph.D. 1983. *Williams Historic Business District. National Register*  
24 *Nomination*, National Register of Historic Places, National Park Service, United State  
25 Department of the Interior, Washington, D.C.

## 26 27 **General References**

28 Reference publications and recent articles on historic preservation, restoration and  
29 rehabilitation

30  
31 Case Studies, NPS Tech Notes

32 <https://www.nps.gov/tps/how-to-preserve/tech-notes.htm>

33  
34 Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings

35 <https://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf>

36  
37 NPS Technical Brief – Sustainability Case Studies

38 <https://www.nps.gov/tps/sustainability/case-studies.htm>

1 NPS Preservation Briefs  
2 <https://www.nps.gov/tps/how-to-preserve/briefs.htm>

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5 **Appendices- See separate draft documents with Figures and Map that will be added to final.**

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Appendix A: Figures

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Appendix B: Williams City Historic Preservation Ordinance

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Appendix C: National Register of Historic Places Inventory Form for the Williams Historic  
12 Business District.

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Appendix D: Additional Reference Material

Draft 7/23/2019