

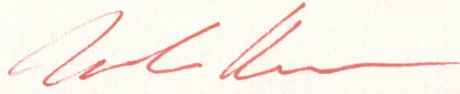
MARK KURCERA
A DESIGN FOR MAINSTREET
RIVERTON [WYOMING]

P378
.K9525

STATEMENT OF PERMISSION TO COPY

In presenting this thesis in partial fulfillment of the requirements for an undergraduate degree in Architecture at Montana State University, I agree that the Library shall make it freely available for inspection. I further agree that permission for extensive copying of this thesis for scholarly purposes may be granted by my major professor, or, in his absence, by the Director of Libraries. It is understood that any copying or publication of this thesis for financial gain shall not be allowed without my written permission.

Signature



Date

12-8-80

A DESIGN GUIDE FOR MAINSTREET RIVERTON

by

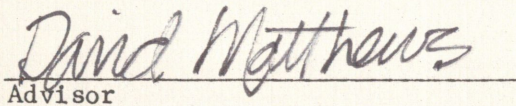
Mark Kucera

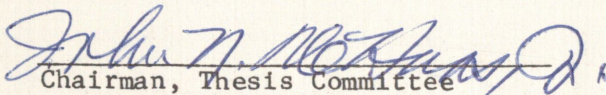
An undergraduate thesis paper submitted in partial fulfillment
of the requirements for the degree

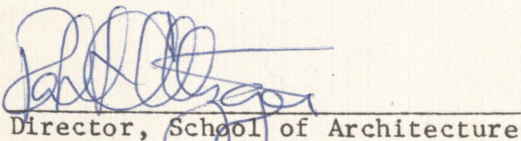
of

BACHELOR OF ARCHITECTURE

Approved:


Advisor


Chairman, Thesis Committee


Director, School of Architecture

MONTANA STATE UNIVERSITY
Bozeman, Montana

December, 1980

P378
K9525

HA 3540
A 1
12916
M 76
K 952

ACKNOWLEDGEMENTS

I wish to thank my parents for their endless
generosity and patience.

	<u>Page</u>
PREFACE.....	1
THESIS STATEMENT.....	1
INTRODUCTION.....	2
DEFINITION & EXPLANATION OF TERMS	
Communication.....	3
Specialized Groups.....	4
Community.....	6
Image.....	9
PHILOSOPHY.....	14
CONCLUSION.....	18
NEED and INTENT.....	23
THE CITY	
History.....	25
Population.....	44
Shopping Patterns.....	48
Employment.....	52
Commercial.....	54
THE DISTRICT.....	59

Preface

Preface

The premise of this investigation is twofold. First that man as a social being, always has and will continue to band together for mutual benefit, physical, emotional, and cultural. Secondly, that this behavior is necessary in view of the fact that the earth's resources are finite and that man's continued existence on earth will depend on recognition of this limit. That freedom through consumption will diminish if not disintegrate. Life styles have accelerated to the rate where obsession with that which is "new and improved" tends to outdate contrivances before they are even experienced as a reality in the aggregate populace.

There must be a deep consideration of, and commitment to, the people for whom the architect does his work. I believe it is the architect's responsibility and obligation to understand the forces behind, and establish a sensitivity for the environment in which he is involved. He must realize the built environment as both an expression and reflection of a community's aspiration. To strive for a deep understanding of a community's wants and needs with honesty and firm conviction will ultimately strengthen the fiber of that community and add to its character. To neglect this obligation is to risk alienation, create anxiety, and defeat the purpose of architecture. The designer must look to the next greater whole to derive the meaning of the immediate and its relationship to the total process. Rossman refers to this as "ulterior obligation."¹

Introduction

Effective communication between specialized groups is vital
in the constructive shaping of a coherent community image.

A design guide for mainstreet Riverton, Wyoming.

To understand the meaning of the thesis statement it might be helpful to first dissect it. For this reason the first section of the paper includes definitions and explanations of those terms which comprise the statement. More specifically; the terms communication, specialized groups, community and image will be introduced seperately.

To follow this section then is a discussion of the philosophy as it involves those terms and ideas presented in the first section. To understand the importance and utility of communication it is necessary to comprehend the concerns of participants and the roles they play in the structuring of a community. This study will proceed in that direction.

Terms

COMMUNICATION

Communication has been broadly defined as "The sharing of experience." What makes human communication unique is the ability to create and use symbols. There must be meaning in communication and this aspect can be approached from two directions. First, that man generates messages and transmits them in the form of symbols. He does not transmit meaning, rather, the receiver of those symbols creates meaning. Second is the idea that man finds meaning in his life through exchange and sharing with other men his ideas and experiences. It is through commonly shared symbols that exchange is achieved.

There are four factors which facilitate this exchange. These are:

- 1) a common basis of understanding
- 2) a common interest in exchange
- 3) a question
- 4) a response to inquiry.

There can be seen the formation of dialogue involved in a process which consists of debate, compromise, and agreement. The important things to remember, are those factors mentioned, understanding, interest and response. For these are determinants of effectiveness.

Much of the material that has been written about communication, hints a common theme. That theme is the increase of knowledge, more so the evolution of education. There are many forms of communication. The Who and What involved will depend on the situation of course, but I would like to quote Giedion here for we are in firm agreement. In an introduction to Kepes book he wrote: "Every day something new reveals helplessness consumed with lack of inner conviction, and always eager to flatter the worst instincts of the public. It means demoralization." Further "Public taste today, is formed mainly by publicity and the

articles of daily use. By these it can be educated or corrupted."

Giedion charges those feeders of the assembly line as guilty. Guilty of leveling down designs to their own conception of public taste which, as a safeguard, is lower than the reality. Giedion contends that "Their educational responsibility seems to have no claim to existence."²

Before I go on I would like to suggest that, although communication persists on all levels of consciousness at almost every waking moment, it is probably visual communication which is the most effective and lasting. By visual communication I mean the process of translating realities into similar sketches-symbols-pictures.

SPECIALIZED GROUPS

In a world that is growing increasingly complex it becomes necessary for individuals to specialize in certain aspects or areas. This is needed in order to function and be able to comprehend what is going on in the world around them. This specialization then results in added complexity and thus completes the cycle. To use the term "specialized groups," is not to imply the existence of exclusive associations independent of all else, albeit some seek this condition. Members of one group may very well belong to one or more other groups. What I mean when I use this term is that there are some interests which concern various people within the aggregate populace and that those particular concerns are special to the common concerns held in general by society. These people are then joined into groups by that special concern they share and are motivated in accordance with their defined purpose.

To proceed with the explanation of the specialized groups I would like to establish the idea that they may be catagorized under three

general headings. First is the governmental body which consists of various departments, organized in a dimensioned frame work for the purpose of pursuing ordained objectives. The frame work can take different shapes and has been labeled with such epithets as mayor-council, commission and council-manager. Second is the economic group which is made up of those commercial entities which, through their enterprises, give economic life to the whole by circulating and accumulating capital. Constituents of this group include retail businesses, financial institutions, professional associations, industrialists, builders and landlords.

The third group is that of the general citizenry as they are within the jurisdictional and/or influential boundaries of the community. These citizens may then sub-group by interest into separate political parties, movement organizations and pressure groups. To understand the significance of these groups, with regard to the development and character of the urban environment, it will help to view them as active agents. Active agents are those self-selected, or appointed associations of individuals within the framework of governmental and business organizations as well as the general citizenry. As active agents they can then be analyzed in the context of a substructure as presented by Fainstein.³ Of this substructure there are three elements: processes of activity, structures by which the process are carried out and/or expressed, and the active agents. The processes include: production of value, and reproduction of productive forces. Structures include: spatial patterns of investment, spatial patterns of class, state organization, technological capabilities, and social relations of production. Active agents initiate development and act as a vehicle which brings the collective forces of

the community into crystalline, physical representations of the values of that community. They derive their direction from, and adapt their processes to the existing predetermined structures. The direction and magnitude of those activities, as carried out by the agents, in turn affects future processes and the structure as it evolves in response to production and growth. By magnification, a building, or group of, as it is set in the context of the community represents the memories, reality, and fantasies of the collective society in that community. (The present response to functional requirements is influenced by the environment created in response to necessity and choice as they were experienced in the past.) This will, and must, in turn affect the response of future agents. The relationship can generally be seen as an interplay, dynamic and cyclic in nature. It is important to understand the symbiotic relationship of these agents for it is at once, an expression in, and a reflection of the built environment as a reality.

COMMUNITY

Much has been written concerning the concept of community. There are many different aspects of this concept but they are beyond the scope of this study. The intent here is to establish an idea as it pertains to this study.

This term can exist as a way of explaining and thinking about the realities, physical and/or mental, which it is meant to define. Town and city are relative descriptions of community. Many people believe the town to be synonymous with community and the city then is the antitheses of community. Whether this is a factor of extent and com-

plexity, imagined or real, is irrelevant. The fact is that community is a most elusive concept. "It means many different things to different people"⁴ and is continually changing with time and place. But to approach the concept of community it is necessary to establish a workable definition. This was done by investigations of various sociologists and anthropologists and was concluded with the statement that "Community meant the social interaction of people in a given geographic area who have common ties."⁵ From that study a list of characteristics most frequently shared among members of a community was compiled and includes:

1. A feeling of self-sufficiency
2. A common life
3. A consciousness of kind
4. A possession of shared ends, norms, or means
5. A collection of institutions
6. An emphasis on features or localism
7. A feeling of group uniqueness⁶

Goist contends that not all of these characteristics need be present, but that one or more must exist in conjunction with social interaction in a specific geographic area for an entity to be considered a community.

With advanced technology and the growing dependence on abstract communications (television, radio, telephone, etc.) and accelerated transportation by airplane the aspect of the geographical area might be questioned. In his book Goist develops the question in specific terms. Is the current quest for community merely a nostalgic effort to recapture idealized memories and escape the reality of today? I believe this question can answer itself if that quest can be seen as the expression of a need for stability and those intrinsic human instincts, maternal, parental and fraternal. The strong drive in people to find meaning in existence requires the use of all the senses. To diminish the use of

one of these only serves to sharpen the need and desire for it. Thus to remove place and space as a criterion for community will only create a need to fill the void.

To further the concept we can consider the aspect of emotion, specifically sentiment. The question at this point becomes, can a community of interests operate independently of locality, social activity, or social structure? The interests are seen as roles or functions that the individuals fulfill and unity is derived from the common idea.⁷ The fact is that people are physical organisms (of course) and that they exist in a physical environment. Thoughts are responses or reactions to specific stimuli which can eventually be traced to a physical origin or occurrence. The interests as they are generated in the minds of human organisms need not necessarily relate to the place or locality, but do, in fact, relate to a specific object. To trace this object will inevitably lead to a particular space which it occupies. Thus the interest may not depend on locality for self existence, but does originate from an implied place. Place cannot be divorced from the concept of community. Following this logic, sentiment is dependent on a tangible place and how people react to it. Sentiment cannot exist as pure intellect. I believe that the degree of interest in a particular matter is a function of proximity. The more immediate the matter of concern is in relation to an individual or group the higher the degree of interest becomes, consequently the stronger the sense of community.

Community can be established by viewpoints taken in relation to internal or external situations. That is, the development of a direct bond as agreed to be common within, or an implied bond as constructed by response to externalities.

IMAGE

"Environmental images are a result of a two-way process between the observer and his environment."⁸ The image is not only a product of what is seen but how it is seen and perceived. The way one views his environment then influences the way he structures it mentally and physically. In a community there is continual bombardment of stimuli which requires the use of all the senses. The mind is constantly selecting and structuring in an effort to maintain a sense of orientation in the physical environment. "A good environmental images gives it processor an important sense of emotional security."⁹ To analyze the image Lynch abstracts three components: identity, structure, and meaning.¹⁰ A workable image requires the identification of objects as distinguished from other things. These objects are then set in a spatial or pattern relationship with the observer and those other objects. An object then, must posses an emotional or practical meaning in relation to the whole. The ability to perceive the physical environment depends on its clarity or legibility. The mental image that one develops is a response to the form he sees. The quality of the image then becomes a function of the ease with which the separate parts can be organized into a coherent pattern. This is because enjoyment can be experienced only when an individual retains that sense of orientation in the total frame work. Granted there is delight to be experienced by surprise or mystification but as Lynch maintains, "complete chaos without hint of connection is never pleasurable."¹¹ The fragmentation and evidence of chaos that does exist may result from the idea that "visually, the majority of us are still object-minded and not relation-minded."¹² The architects object orientation has obscured the broader

view, the meaning of a building as "an element in a total environment aimed at satisfying complex human drives."¹³

Indeed a coherent image has value in the emotional stability of a community for, as Lynch contends, a frame work or structure gives individuals a choice and a starting point for further acquisition. A clear image of the surroundings is a useful basis for individual growth, and a vivid and integrated physical setting fulfills a social role as well. "It can furnish the raw materials for the symbols and collective memories of group communication."¹⁴

A legible environment can offer not only a sense of security but can facilitate a deeper understanding on the part of its participant and observer. This understanding then strengthens the mental image and provides a more intense and fulfilling experience and finally, meaning. As Lynch contends, this is achieved by the perception of path, node, district, landmark and edge. While legibility is not the only criterion for evaluating the image of the streetscape it is a way of assessing the multitude of visual qualities, which do exist, in a competent manner.

To assist further understanding of exactly what the community image is, and what it consists of, it might be useful to consider it as, what Cullen refers to as Townscape.¹⁵

Cullen has said that, "When one building is erected it is said to be a piece of architecture, whether good or bad. If and when a second is introduced the beginning of a townscape is established."¹⁶ When set in juxtaposition, the individual buildings set a relationship within which exist certain subordinate elements. The components of this relationship include space, shape, texture and proportion to name a few. When the result is such that the sum of all components creates more than a mere

agglomeration of isolated parts the townscape prevails and is reinforced. The number of possibilities is then increased with the number of buildings. In Cullens book, the townscape is described through use of our visual faculty and constitutes what he calls the "art of relationship."¹⁷ There can be a release of drama through the interweaving of those elements which exist in the environment. Cullen is concerned with the physical appearance and thus the aesthetic satisfaction that can be experienced. The fact is that much of what gives aesthetic satisfaction is closely tied to the context of the environment.¹⁸ There are, however, several factors which remain fairly constant despite contextual or cultural variations. These are human preception, anthropometrics, and stimuli.¹⁹ These must be seen as principles not actualities for adoption of them as the latter would result in what can be termed as "superficial civic style."²⁰

The townscape cannot exist as a dreamy utopian revelation as prescribed by one supreme artist for by virtue of a community, it is the collection of emotions and preceptions of its constituents, good as well as bad. As an organism it must grow and change thus calling to need involvement by all aspects of a town or city; political, economic, and municipal as well as visual preception. The townscape is the image and reality of these aspects. Townscape conservation then is the on-going process which deals with the elements that determine the compatability of individual parts within a specific community. Scale, siting, materials, landscaping, lighting, signing and architectural expression must be treated in such a way that they not only function within the total framework, but also that changes and additions exercise constructive influence

and add to its character rather than destroy it.

Of course within any town or city there do exist numerous segments. Among these are residential, commercial and industrial areas. These areas are often further divided and are most often expressed by zoning but need not depend on this process for separation and identification. Of the various segments the central business district (CBD) is usually the most prominent. For this reason it is necessary to hold some degree of understanding of the CBD. A brief account will be presented here.

The concern of the CBD today is primarily that for merchantile transactions. A variety of land uses that can be found in the CBD include such things as public administration, churches, recreational and educational establishments. The architectural expression of these, when apparent, provides the CBD with visual interest and choice. It is this variety and contrast that renders the CBD unique and provides it with vitality and, in fact, life. As a unique entity it can exist as a special place in the total framework of a community. There are numerous ways of defining the district. Political and economic boundaries are somewhat temporary as they tend to shift with growth and change and these boundaries draw a distinction in degree of intensity. Other boundaries can include natural occurrences or man made features. The first might include such things as shores, rivers and topographical or geological formations such as cliffs. Examples of man-made features are parks, institutions and transportation lines. Transportation lines can act as containers or nuclei depending on their layout in radial, linear, or intersecting patterns.

The CBD is the physical manifestation of those dynamic forces which drive and form the community both physically and mentally.

A shift in commercial tendencies came with suburban sprawl and gave rise to what is called the miracle mile or strip development. This pattern lost its appeal and effectiveness with the resulting congestion and chaos which in turn gave rise to the regional shopping center. These have grown to the point where they are considered actual competition for the CBD in terms of retailing activity. The success of the regional shopping center may be a result of the level of importance placed on those concerns which have come to be neglected or cease to exist in the CBD. These concerns include, convenience, protection, accessibility, security, variety in space and atmosphere, and consideration given to amenities.

The CBD exerts a sphere of influence over the rest of the community. Bourne has suggested that it be considered the ecological center of the city as it is here where communication links converge. It is not where the most people live but where the most things happen. Key decisions affecting the rest of the community are made within its confines. Intensity of physical and ideational traffic is a key to the ecological city of which the CBD is the center.

As a result it will not matter what action is taken within the city unless the methods and objectives are reaccessed. Such human values as community experience have been overshadowed by a preoccupation and passion with money, power, and machine technology. Unless the value of the quality of life is understood and treated accordingly a growing disorder, violence and alienation cannot help but proceed. Thus the posture held by the CBD is the critical factor which will determine the future of community quality and, in fact, existence.

Philosophy

Halpern has stated that "Government is ultimately responsible for the quality of our urban environment."²¹ It could be argued that community interest can be reflected and defended not only in the principles of advocacy planning with its statistical capabilities but in the nature of democracy itself, though the latter is questioned by many pessimistic points of view. The power is in the hands of the interested and determined, not necessarily in numbers, whether they be the repressed or the opportunistic. If the motives of the advocate planner are pure then representation will occur for, "The character of the governmental response depends on factual analysis and value orientations of those within it. Thus, the ideology of planners within government can be a crucial determinant of policy at critical moments."²² The citizen must understand his own interests and be able to communicate them before the planner can act. The two, through a continued dialogue, must establish what is attainable and how much is lost through compromise. Further, "Planners must analyze the political and economic determinants of their role and the dialect between the two."²³

If Halpern's contention is valid and governments purpose is to serve the peoples best interest (if only bound by planners statistics) then it only stands to reason that the citizens be aware of issues regarding the condition of their environment. Although each individual creates and bears his own image of a community, there seems to be substantial agreement among members of the same group. "It is these group images, exhibiting consensus among significant numbers, that interest city planners who aspire to model an environment that will be used by many people."²⁴

The purpose of true legislation must be to support sound evolution rather than obstruct it. If in so doing it fails the health and safety of its citizens, so too it fails its own purpose. Successful legislation can be achieved only by communicating with those which it serves for if those necessities of law are not understood, or designed in conjunction with the communities needs, they (the laws) may be viewed as mere obstacles to be outmanuvered or overcome. The competition which will inevitably ensure can result only in pyrrhic victories, which could become detrimental in effect. At the same time legislation must understand the physical, emotional, and cultural well being of those individuals, as they are proclaimed.

Community image cannot be calculated by the tabulation of quantified assumptions within the frame work of a universal set of indicators. For by virtue of these indicators, as representations of those values which are unique to a community, they do or do not express a community and reflect an image. Those components discussed earlier are considered as a method of viewing a community, not as indicators of a community. A certain sense of community could be achieved by their absence in other localities and associations, as well as intensity variations within the specific regions. The definition of each trait in itself combined with the composite set of expressions is the essence of that community character. It cannot be expressed in terms of what could have been or what should be, but rather what was and what is. Hope and speculation on future promise is only one ingredient of that image which is held by the participators and is in fact in response to that which exists, as is the memory of what was and why.

"Urban development is at once a crystallization of the forces and

social relations of production, an object of production, and an important aspect of the super-structure of social formation."²⁵ Hatch maintains that plan, siting, materials and form are the realities which indicate social values, environmental values and the values accorded to users themselves.²⁶ The individual buildings are thus an expression of their time and mark their place in the environment. How can they do otherwise? But unless they have their roots in the community and grow from it they can not be of, nor add to the character of that community.

Lynch contends that "since image development is a two-way process between observers and observed, it is possible to strengthen the image either by symbolic devices, by retraining the perceiver or by reshaping one's surroundings."²⁷ This must be done within the context of the existing and must give consideration to the welfare of all functioning within that community.

The image of that community character is not held in the nebulous ideology of utopian dreams but rather exists as fragments recalled to memory from a previous experience. True these fragments may become distorted through incomplete reconstruction and/or exaggeration but they retain their common base as derived from the observance of a physical reality in a particular time and place. Community as a concept can be seen, when visible, in the physical manifestation of those forces within it, i.e. the built form. To obscure these expressions with mindless application of artificial apparatus is to hide the basic meaning of the community. Alienation of the individual can result in helplessness and despair on his part and undermine the basis of community. Thus it is

the architects role to help the members of the three groups to better understand what exactly the quality of that area is and how it is balanced with the aspect of quantity. To carry out his role it is imperative that he comes to terms with the governmental body and business enterprises, more specifically their respective motives of practicality and profit.

As an advocate of the neighborhood Mumford encourages localized social interaction as well as continued dialogue over the meaning and functions of community. It is through this kind of local involvement that people will once again gain a sense of individual worth and group commitment in a world of impersonal bureaucracies and complex, even threatening, technology.²⁸ Indeed Saarinen saw the beginnings of disorder and decay fundamentally, caused by "The prevailing indifference among the population."²⁹ "Consequently, when we speak about town design we must conceive the driving power behind this design in collective understanding."³⁰ To understand the meaning in a community demands the knowledge of the past and how it is linked to the present, as a basis for shaping the future as it pertains to that community and its constituents.

Conclusion

An economically healthy CBD is important to the physical as well as emotional wellbeing of a community. Basically there are three groups of individuals which influence the condition of the C.B.D.: the city government, the businessmen and the citizens that patronize the C.B.D. If the administrative concerns of a governmental body include, among other things, the provision of adequate public facilities and services, it stands to reason that proper steps are taken to perform this function. The generation of revenue is a primary requisite for this function. As the CBD represents a major contributor to the tax base it is only logical the government be concerned with the well being and continued viability of that area. It is important that appropriate measures be taken to insure that condition. Certainly, any businessman is concerned with the success of his particular business. If the appeal of a certain image helps determine the demand for his product, then naturally the businessman will strive to increase the potential appeal. This, of course, will depend on his awareness of the conditions which contribute to the desirability or attractiveness of that image. With regard to his motive, it is in the businessman's best interest to present his offerings in a manner which is most appealing to the consumer.

To neglect a concern for the physical and emotional comfort of his patrons would be to reflect a disregard for their well being and certainly not assist the businessman's struggle for success. I believe that, if there is full participation in the evolutionary process, the community bond cannot help but to be strengthened. Also a sense of conviction and committment will develop which will help further strengthen the sense of community.

It is necessary to establish a framework for communication between those groups which shape the community image. There must be continual communication between government, businessmen and the general body of citizens. This can be accomplished by stimulating interest, enhancing awareness, and inviting response to various issues as they exist throughout the C.B.D. Concern must be expressed for all of the various components which comprise the townscape. The relationship of these components is what determines the quality of the image. Rossman contends that "for the shaping of the visible environment the architect claims leadership".³¹

Thus I see the architect's role in this instance as that of an educator. He can serve society by providing it with the information necessary to understand and appreciate that environment as it has evolved and how it might be improved. The message to be conveyed must be meaningful, legible and be relevant. An exhibition of personal values becomes irrelevant and incompetent when expressed in the vacuum of isolation. "Architecture must be grounded in social reality."³² Empathy is the key. It is the obligation of the informer to provide choice. Choice is vital to individual autonomy.

To facilitate a keen awareness of one's existence and his relationship with others in the environment becomes a major responsibility of the architect as both servant and educator. To achieve a compatible and inspiring built environment which serves to enrich the lives of the participants "requires a mutually constructive partnership of government with business and community interests."³³

FOOTNOTES

- 1 Wendall E. Rossman, The Effective Architect. (N.J.: Prentice Hall Inc., 1972), Page 24
- 2 Gyorgy Kepes, Language of Vision. (Chicago: The Wisconsin Cuneo Press, 1944), Page 7
- 3 Structural crisis of the 70's and beyond, Conference on Planning Theory. (Blacks Burg Va.: May 1978), Page 18
- 4 Park Dixon Goist, From Main Street to State Street. (N.Y.; London: National University Press, 1977), Page 3
- 5 IBID
- 6 IBID, Page 4
- 7 IBID, Page 5
- 8 Kevin Lynch, The Image of the City. (Cambridge Mass.: The M.I.T. Press, 1960), Page 6
- 9 IBID, Page 4
- 10 IBID, Page 8
- 11 IBID, Page 5
- 12 Kepes, Language of Vision, Page 9
- 13 C. Richard Hatch, "Social Architecture", Architectural Record, December 1979, Page 96
- 14 Lynch, The Image of the City, Page 4
- 15 Gordon Cullen, The Concise Townscape. (London: Van Nostrand Reinhold Co., 1961), Page 7
- 16 IBID, Page 133
- 17 IBID, Page 133
- 18 Anthony J. Catanese and James C. Snyder, Introduction to Urban Planning. (N.Y.: McGraw Hill Book Co., 1979), Page 72
- 19 IBID
- 20 Cullen, Townscape, Page 13
- 21 Kenneth Halpern, Downtown U.S.A. (London: The Architect Ural Press Ltd., 1978), Page 9

- 22 Structural Crisis of the 70's and Beyond, Conference on Planning Theory. Page 13
- 23 IBID, Page 16
- 24 Lynch, The Image of the City, Page 7
- 25 Structural Crisis of the 70's and Beyond, Conference on Planning Theory. Page 7
- 26 Hatch, "Social Architecture", Page 98
- 27 Lynch, The Image of the City, Page 11
- 28 Goist, From Main Street to State Street, Page 157
- 29 Eliel Saarinen, The City. (Kingsport, Tenn.: The Reinhold Publishing Corp., 1944), Page 377
- 30 IBID
- 31 Rossman, The Effective Architect, Page 24
- 32 Hatch, "Social Architecture", Page 97
- 33 Halpern, Downtown U.S.A., Page 9

BIBLIOGRAPHY

- Bacon, Edmund N. Design of Cities. New York: Penguin Books, 1974
- Catanese, Anthony J. and Snyder, James C. Introduction to Urban Planning. N.Y.: McGraw Hill Book Co., 1979
- Cullen, Gordon. The Concise Townscape. London: Van Nostrand Reinhold Co., 1961
- Goist, Park Dixon. From Mainstreet to State Street. N.Y.; London: National University Press, 1977
- Gruen, Victor. Centers for the Urban Environ. New York: Von Nostrand, 1973
- Halpern, Kenneth. Downtown USA. London: The Architectural Press Ltd., 1978.
- Kepes, Gyorgy. Language of Vision. Chicago: The Wisconsin Cuneo Press, 1944.
- Lynch, Kevin. The Image of the City. Cambridge Mass.: The M.I.T. Press, 1960
- Rossmann, Wendall E. The Effective Architect. N.J.: Prentice Hall, Inc., 1972
- Saarinen, Eliel. The City. Kingsport, Tenn.: The Reinhold Publishing Corp., 1943.
- The Structural Crisis of the 70's and beyond. Proceedings of the Conference on Planning Theory. Blacksburg, Va.: May 1978
- Worksett, Roy. The Character of Towns. London: The Architectural Press, 1969.
- Hatch, C. Richard. "Social Architecture." Architectural Record, December 1979, p.p. 96-107

Need & Intent

At present the city of Riverton can be viewed as being in a very delicate position. There are three developments which can be noted as representing a need for the design guide.

1) Increased growth in and around the city will intensify pressure on the C.B.D. in terms of both pedestrian and vehicular usage.

Further, as the bulk of this growth will be made up of transient peoples it is increasingly important that a strong image be established to which the citizens of Riverton can identify.

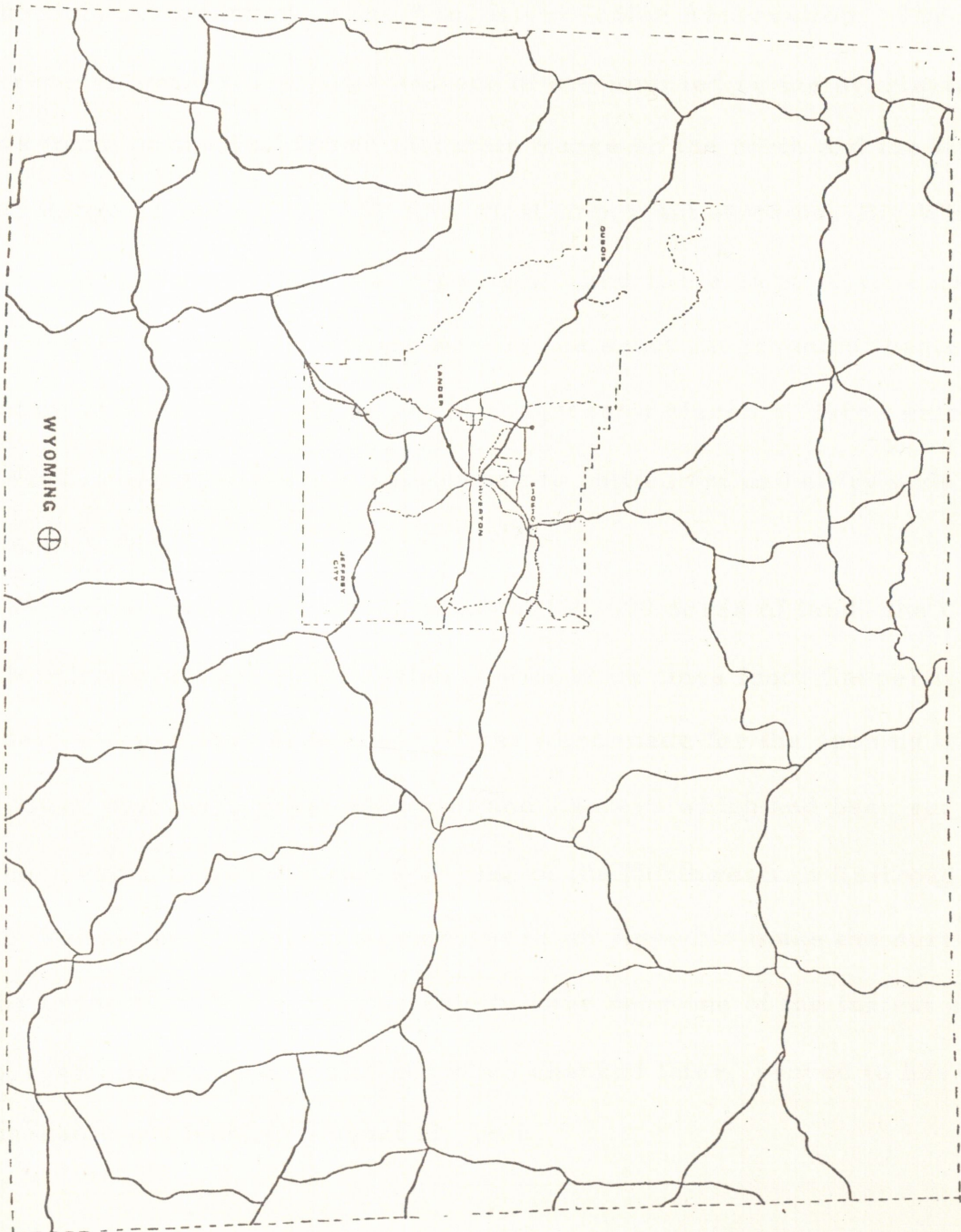
2) Commercial development in the outlying areas has initiated competition with the C.B.D. As this trend continues the response by downtown businessmen will become critical.

3) The city of Riverton has begun development of the preparation of a comprehensive plan. It is essential that the goals and policies stated in Section I and II, as they relate to "citizen participation" and "environmental quality", be heeded. It is important that the citizens recognize the value of these sections.

The design guide exposes the reader to the elements of the townscape, i.e. building, block, pedestrian and vehicular domains. It offers suggestions as to how a more appealing environment could be developed by offering guidelines for treatment of the townscape elements as they are related to scale, siting, materials, landscaping, lighting and signing. At the same time proposals are made which are intended to fulfill three purposes. First, to tie together the separate components of the C.B.D., second, to secure a more desirable pedestrian domain and third, to establish a framework that can accommodate new development as the need is experienced. The intent is to develop a more legible image and reinforce the character of Riverton.

The City

LOCATION



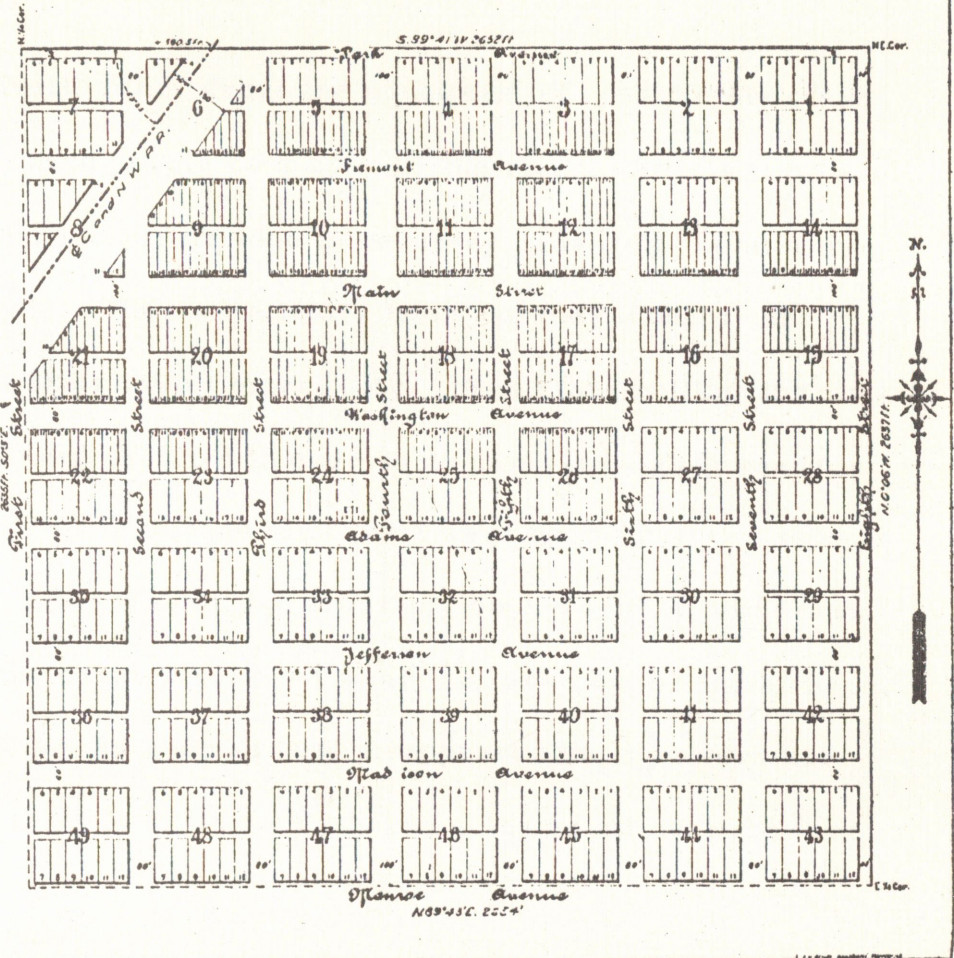
History

In Fremont County, Wyoming, there is a large area of land designated by the U. S. Government as the Wind River Indian Reservation. Through this reservation flows a large number of streams fed by the everlasting snows found on the Owl Creek Mountain Range on the north and the Wind River Range on the west. The four most important streams, Big Wind River, Little Wind River, Big Popo Agie and Little Popo Agie converge at a point about thirty five miles west of the exact geographical center of the State of Wyoming.¹ By an act of congress of March 3, 1905, much of the Wind Indian Reservation was opened to settlement and entry under the Homestead Act.²

Coincident with the opening of about 100,000 acres of land, the Chicago and Northwestern Railroad started to extend its lines from Casper to Lander, through the ceded land. Plans were made for the opening of a new town, halfway between Shoshoni and Lander, which had been set aside by the government on the surveyed line of the Northwestern Railroad. W. S. Adams and Goyne Drummond were employed to make the survey of the townsite. This survey is said to have been one of the fastest surveys ever made on a townsite and when checked later, proved to have been remarkably accurate.³ August 13, 1906

The Town of RIVERTON

Fremont County,
Wyoming,
Being in the N.E.
Quarter of Sec. 34,
T. 19 N., R. 4 E. of the
Wind River Princi-
pal Base and Meri-
dian.
Block 300 ft. sq.,
with 20 ft. alleys.
Lots 25 by 140 ft., &
50 by 140 ft.
Scale: 200' = 1"



The land was to be awarded on the basis of a lottery and, in response to far flung publicity, some 10,559 persons registered as applicants for the land, of which 7,290 were given the right to draw for sixteen hundred homesteads. August 15, 1906 was the date for the opening of the townsite. As people arrived from Shoshoni they found however, that the townsite lots were to be claimed by squatters rights. At first the Indian agency, claiming these filings to be illegal, arrived on the scene with a troop of cavalry from the Lander Station. Beginning on

the west side of Riverton they drove the squatters off, completely clearing the townsite. These people camped near the river. At this time a party of 18 men from Lander decided to resurvey, changing the streets of the original survey. They were taking over, as they thought, and were going to name their town Central City.⁴ The stake pulling and controversies that followed resulted in every man carrying a gun, ready to defend his rights. This continued for over a week until finally, a telegram was received from Washington that the troops would be withdrawn on August 23. So the cavalry galloped away, followed by the Indian agent and the Lander group. As soon as they disappeared the squatters hurried back to claim their lots, and tents began going up all over the town site.⁶



1906

Residential and business lots were then claimed on a first come first serve basis. Supplies arrived in wagons and business was carried on in tents. Some had floors and side walls of boards but many had dirt floors. The people piled belongings, built signs, physically occupied their lots, making recordings with the government agent, to lay claim to the lot and establish embryo businesses, future homesites, to serve the farms to be carved from the sagebrush, and to establish a center for commerce.

About thirty days later, during the month of September, 1906, the railroad reached Riverton. The first train to arrive on the townsite stopped at a depot which had been named Wadsworth, in honor of the Indian agent. Thus the new town was burdened with two names which only added to the confusion of the travelers.⁷ This condition lasted about a year until the depot was renamed Riverton.

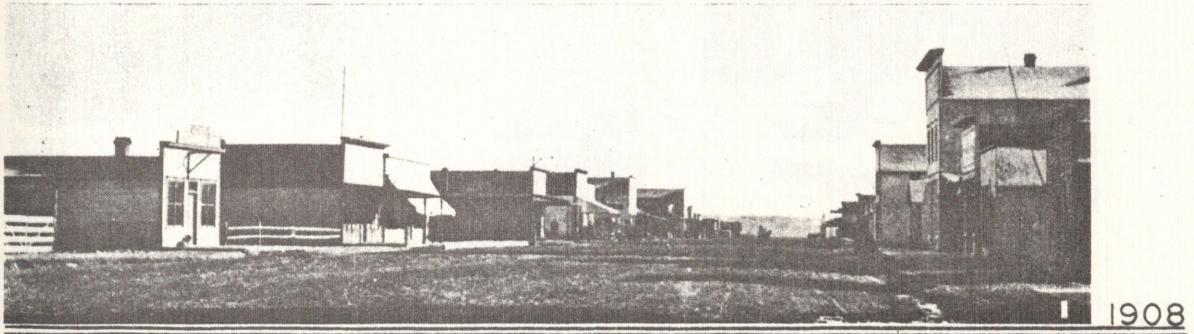
Some people did not have enough money to carry them through, others became homesick, and some simply did not like the rugged life of the real pioneer. As a result many left the land.

All the land to be irrigated adjacent to Riverton had been filed on and was occupied. It was essential to have water as soon as possible so that the development of these lands could commence. The state gave the Wyoming Central Irrigation Company a contract to build a canal system in the ceded area.⁸ The contract for the actual construction of

Wyoming Canal No. 2 was let to P. F. Rinehart with a great deal of pressure for immediate beginnings. Mr. Rinehart, in turn, sublet the greater portion of this work to other persons or contractors. The exceedingly mild winter allowed much of this work to be carried on during the winter months. This not only brought work to those otherwise unemployed but allowed, in fact stimulated, a number of other thriving businesses to build up in Riverton.⁹ During the first winter citizens hauled water from the river for their use.¹⁰

At this time Riverton had all the aspects of a boom town. The streets were mere tracks or trails through the sagebrush. Each merchant and lot holder cut and cleared the sagebrush from the front of his lot. There were many gambling centers and other attractions which fortune seekers expect and support. Much water was delivered by horse drawn water wagons at a price of 5¢ a pail or 25¢ a barrel. The flavor of the water depended on the kind of barrel used. Early in the spring of 1907 the canal was complete as far as Haymaker Gulch.¹¹ The company gave Riverton a permanent water right on condition that trees be planted on both sides of the streets and that ditches be plowed to carry the water along the tree lines. This was carried out by property owners bringing cottonwood saplings from the river and planting them.¹³ As mentioned earlier the railroad reached Riverton in October 1906. With the rail established the merchants moved in their lumber, their merchandise and goods of

all sorts. The building boom was then on in earnest. Every man who could use a hammer and saw turned carpenter.¹²

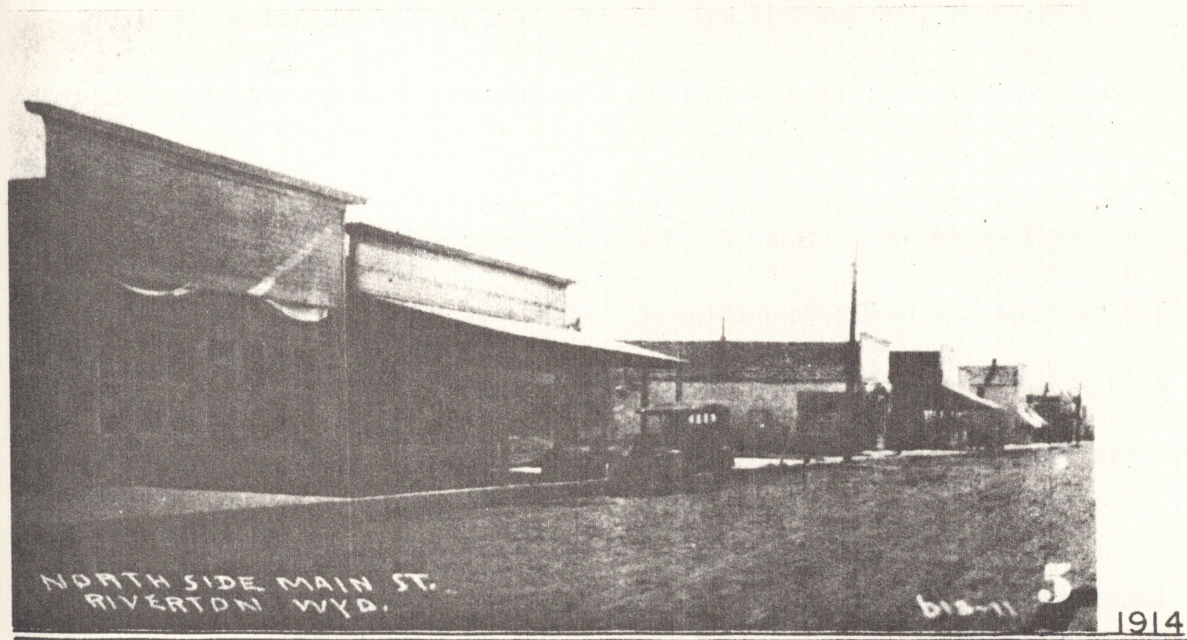


In the spring of 1908 E. G. Fobes disposed of his holdings in Colorado and moved to Riverton. He retained some of his holdings and went into the livery business. In 1909 Fobes and Tom Snavelly were running the Star Livery and Feed Stable.

The homesteaders were proving upon their lands that year and used gold to pay for money orders for final payment on their claims. It was during the gold standard era and a hold up caused much excitement in the community.



Riverton continued to grow, though rather slowly. The sixth birthday of the town on August 15, 1912 marks an annual celebration. Programs were not too well organized and rodeos had not yet become a prominent feature, but individual events were participated in nevertheless. These were held right on main street. A very special event at the 1911 celebration was the second airplane flight in the State of Wyoming by one W. S. Adams. Mr. Adams had become interested in aviation so he went to St. Louis where he took training and purchased a Benoist Curtis-type plane which was shipped to Riverton. It was then he assembled it after arrival.

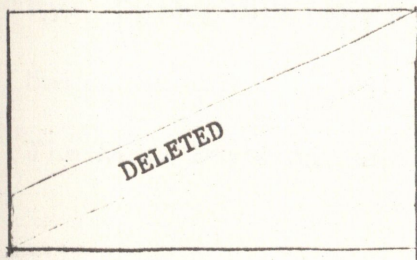


During the summer of 1914 the Wyoming Fir and Timber Company set up headquarters at Riverton, with a timber camp at the head of Du Noir near Dubois. Timber was taken down the mountain sides to a clearing near a place where Du Noir Creek had been dammed. During spring highwater the timber was moved down the Wind River to Riverton where a dam called a boom was ready to receive it. It was then sorted, classified, dried, treated with hot asphalt and stacked. The Chicago and Northwestern Railway treating plant was first in charge.

Most Riverton homes in early days were lighted with kerosene lamps. Some business places used a pressure gasoline tank with hollow wire carrying fuel.

Late in 1913 P. B. Dykeman purchased lots from Dunk McGregor for the location of a light plant. Mr. Dykeman obtained a franchise for electricity from the city in April 1914. A plant was built and the wiring for streets was completed September 25, 1914. The current was turned on October 1, 1914.

In 1916 and 1917 the U. S. Reclamation Service made investigations



1916

for the proposed Riverton irrigation project. Favorable reports resulted in appropriations totaling \$3, 650, 000 for the period of 1918 to 1926. This was, of course good news.

With the start of WW I the community side tracked almost everything but the war vital to the country. Much was done toward the cause. War bonds were sold to raise money, conservation programs were undertaken to send food, townswomen organized Red Cross units for preparation of bandages, etc., knitting groups made sweaters, socks and scarves for soldiers.



Red Cross During a War Bond Drive

1917 to 1919 marks a period of much building activity in the community. During this time a number of significant structures were added to the community. These include the Teton Hotel, The Masonic Temple, The Mote Building, and City Hall.



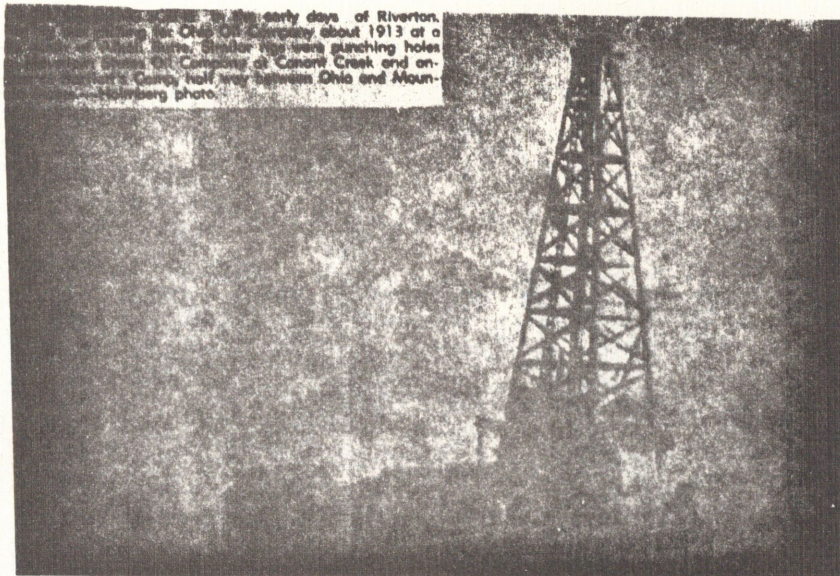
The Liberty Bell with the flag pole was erected in the intersection of Main and Broadway in memory of the war effort. Later it was removed as a traffic hazard.



1925

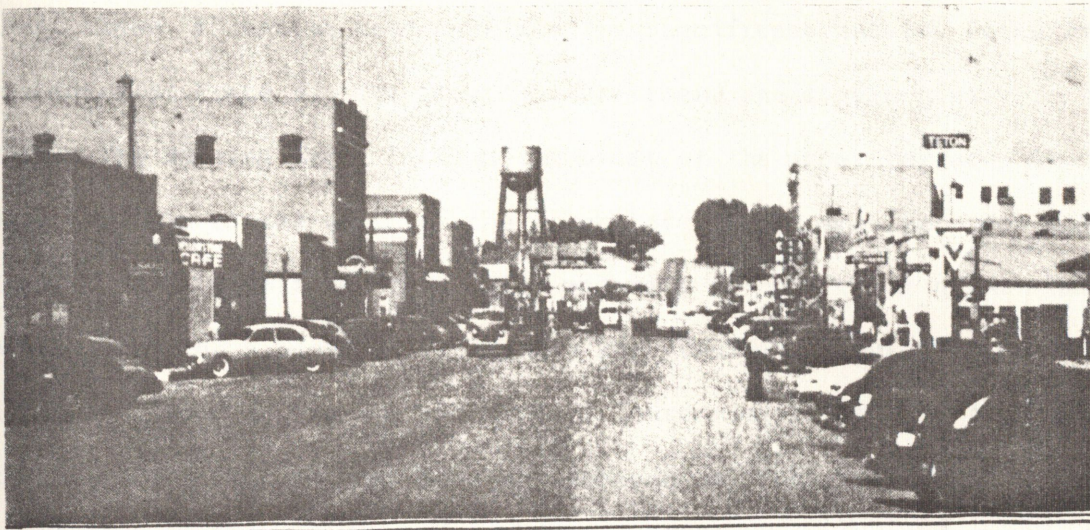
Riverton continues its annual celebration of its birthday. This is continually heightened with many festivities. Riverton's great pride and unswerving faith led to printing of its own buckskin money to serve during the Bank Holidays of 1933.

Probably the greatest direct benefit to the city of Riverton in its economical growth has been its central location in relation to the abundant natural resources.



Muskrat Oilfield discovery in 1927 produced much activity which was continued by further finds. In 1953 a Riverton garagemen, Neil M. McNeice, located the rich Lucky McMinns in the Gas Hills of eastern Fremont county. Between 1952 and 1958 jeeps loaded with geologists, land speculators, and weekend prospectors all armed with portable geiger counters, scanned every likely looking rock, crevice, basin, and plateau in the arid countryside. Their rutted trails soon crisscrossed land that was once deemed inaccessible and worthless.¹⁴

Major intercity rivalries in modern times have involved Riverton and Lander as well as others. The pioneer city of Lander and the new-comer Riverton have found many devisive issues.¹⁵



Main Street Riverton when the "Highrise" Buildings began to appear on the Townsite

What Riverton lacks in age has been adequately overcome in progressive enterprise, farsightedness, and community pride. She is the largest town in Fremont County and will continue to grow for a number of years. She is indeed, a city beautiful.¹⁶

PROFILE

The Riverton zoning ordinance, as of 1978, defines 7 different classes within the jurisdictional boundaries of the city. Plate 1 exhibits residential classes "A, B, & C" and gardening and agriculture class "B". The commercial class "D", industrial class "E", and trailer court class "F" can be seen on Plate 2. Significant natural features are noted on Plate 3. The terrain is terraced and slopes gently to the east. The Wyoming Canal follows the crest of the upper terrace. The Wind River is to the south of the lower terrace and does not pose any flood hazards within the city. The majority of commercial growth has been to the north along U. S. Highway 26. Residential growth tends to sprawl westward and to the northwest. Increasing industrial activity, to this point in time, has been experienced as intensified land use along the C & NW Railroad in south central Riverton. These patterns are represented on Plate 4. Plate 5 exhibits vehicular circulation. U.S. 26 (Main Street) intersects with most of the secondary and tertiary paths. The two highways form a major intersection which is noted on Plate 11.

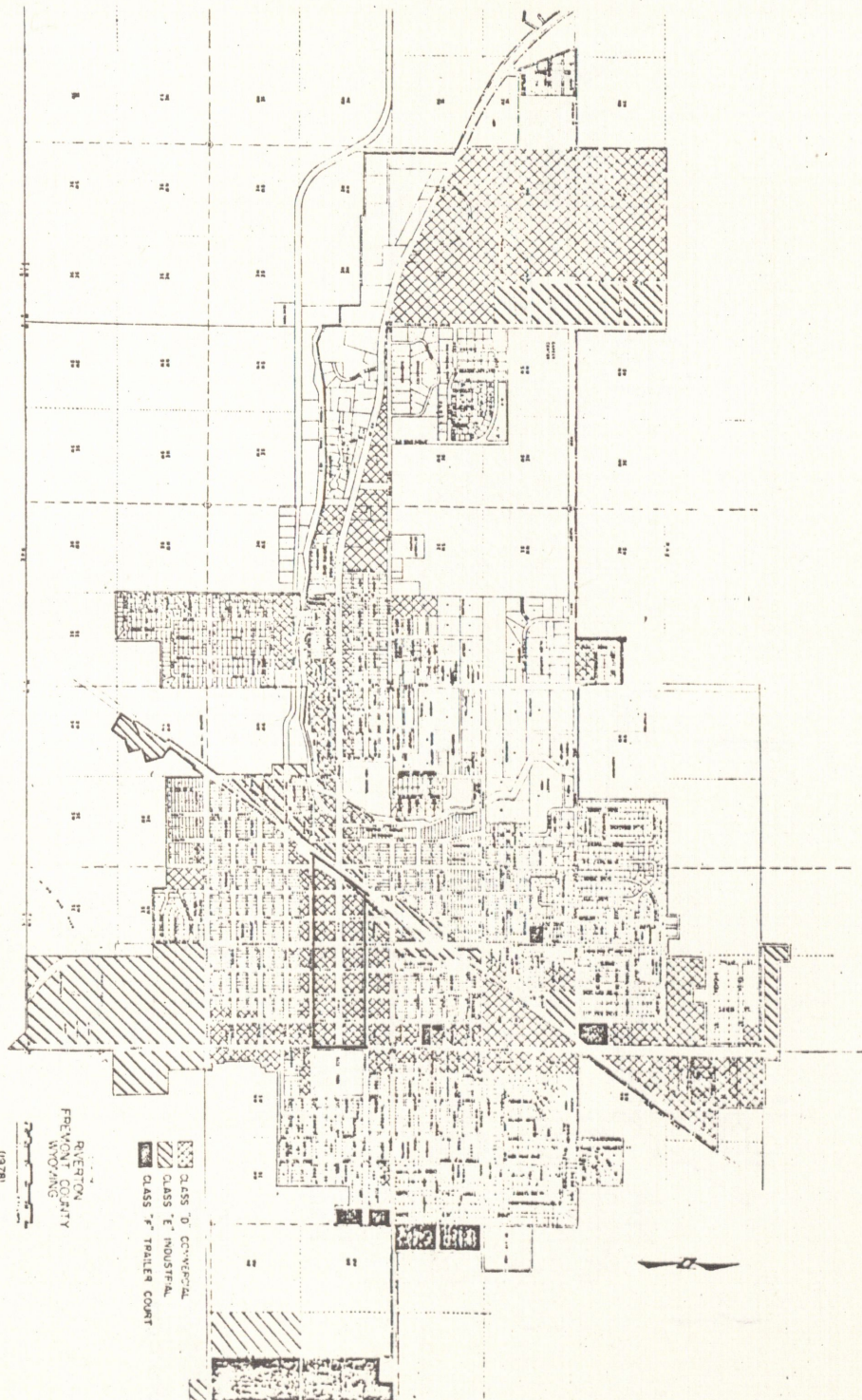


Plate 2

ZONING

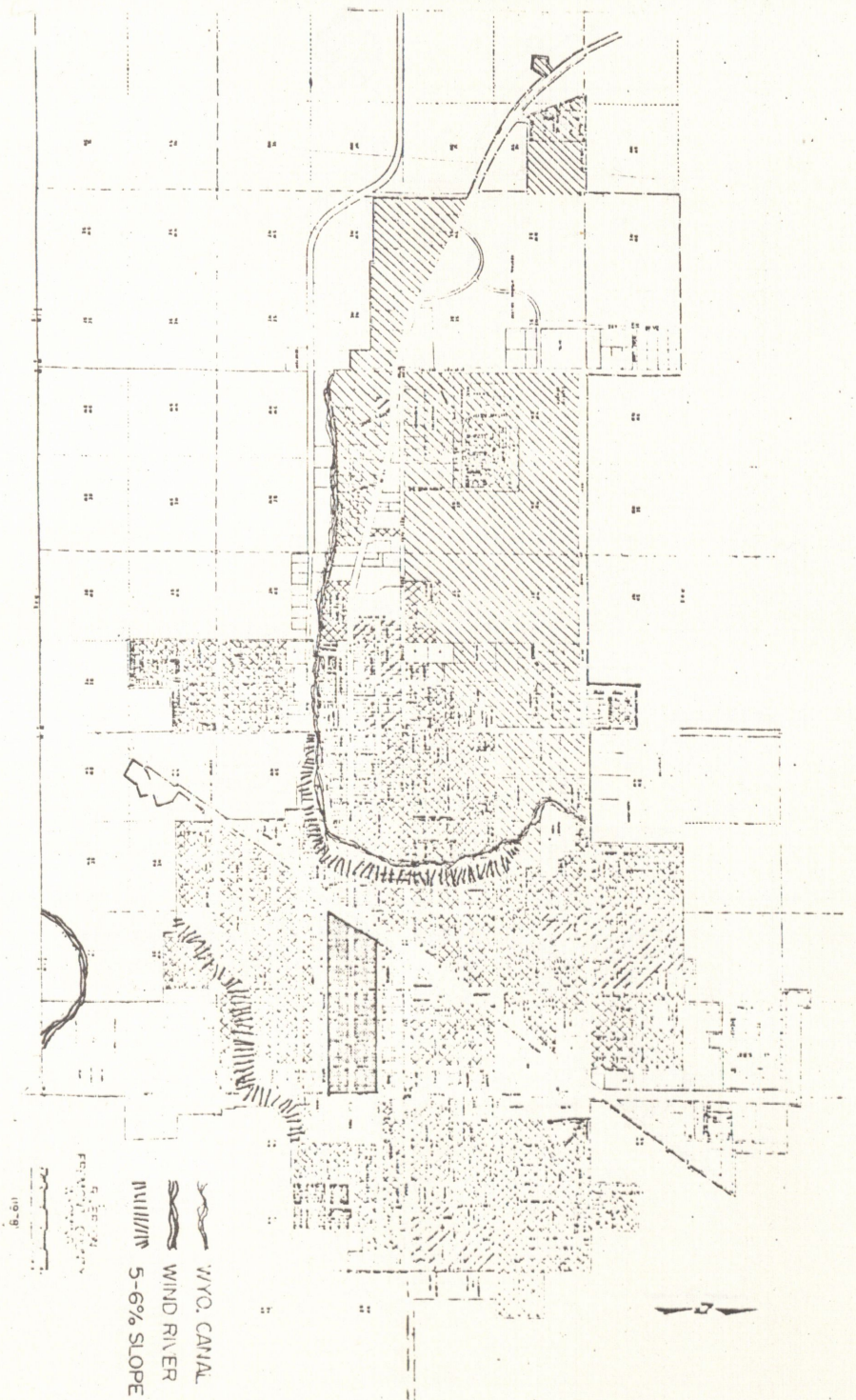


Plate 3

NATURAL FEATURES

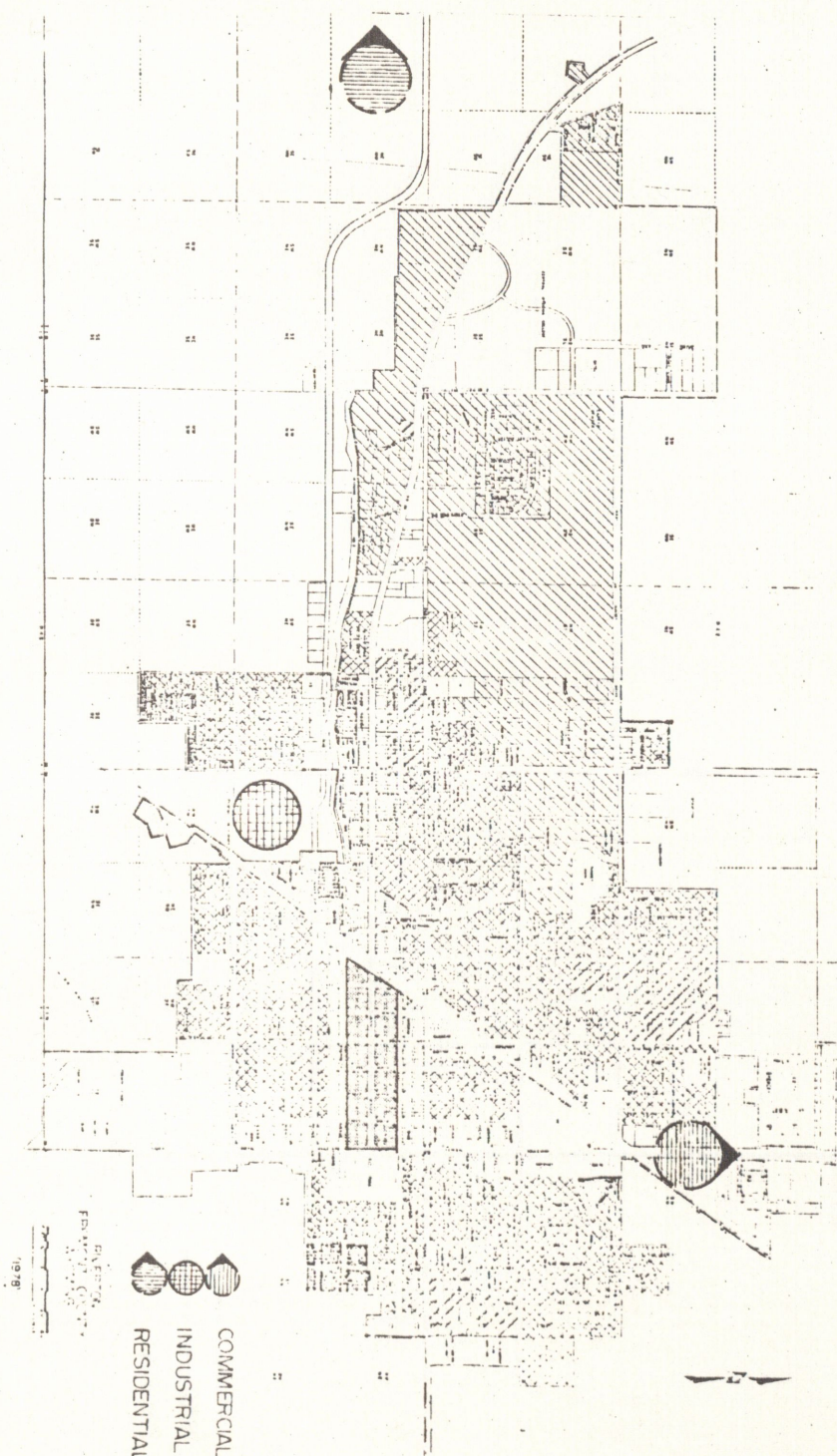


Plate 4

GROWTH PATTERNS

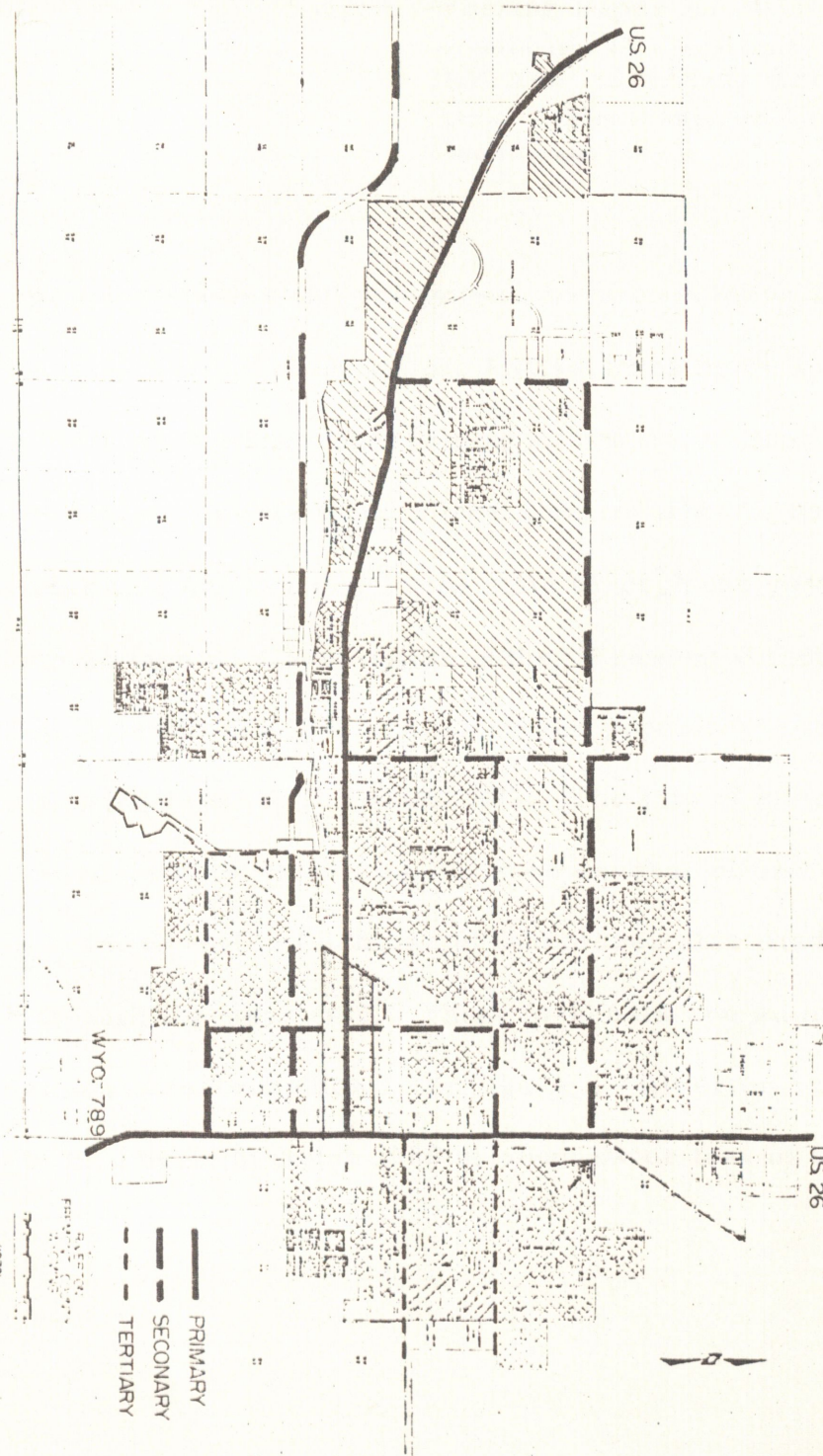


Plate 5

CIRCULATION

Population

Source: Working Paper No.1
Population Projections for
Riverton - 201 Study Area -
Arix, A Professional Corp.
December 1979

Several population studies and projections have been made in the recent past. The U.S. Bureau of Economic Analysis has made forecasts through the year 2000 for the State of Wyoming as a whole. The Wyoming State Department of Administration and Fiscal Control (DAFC) has arrived at population forecasts for each county in the state through the year 1988. The Fremont County Planning Commission in the "Fremont County Land Use Plan" adopted in November 1978 has addressed population forecasts. These forecasts were updated in February 1979. The city of Riverton made a forecast in early 1979 which was based on several information sources and methods. The Riverton Chamber of Commerce also made population projections through the year 1985. These forecasts are summarized in Table I and demonstrated graphically in Figure I. Riverton had population increase of 16.4 percent in the 1960's, about twice that of the county.

It is felt that the growth trends in the next twenty years will follow much the same pattern as has been established since 1930. Presently, there are no indications that the natural resource extractive industries will slow development of the areas energy resources or that any of the other segments of the employment industry will stagnate activities.

The projections mentioned have all arrived at different population projections. The total percentage growth predicted for Riverton during the 20 year planning period (1980 to 2000) varies from 8.4% to 185%. These correlate to year 2000 populations of 10,002 and 30,000 respectively. Also, not all the population in the area will reside within the Riverton city limits. At present this area outside the city limits is developing more rapidly than the city itself. It is estimated that an additional 3800 people will reside in this area by the year 2000.

TABLE 1

CITY OF RIVERTON
POPULATION RECORDS & PROJECTIONS

YEAR	U.S. CENSUS	DATA SOURCE					CITY OF RIVERTON	CITY OF RIVERTON YEAR 2000 SEWER SERVICE AREA
		U.S.B.E.A. (1)	WYOMING P.A.F.C.(2)	FREMONT CO. PLANNING (3)				
1940	2,540	----	----	----		----	----	----
INCREASE (%/YR.)	6.31	----	----	----		----	----	----
1950	4,142	----	----	----		----	----	----
INCREASE (%/YR.)	6.53	----	----	----		----	----	----
1960	6,845	----	----	----		----	----	----
INCREASE (%/YR.)	1.68	----	----	----		----	----	----
1970	7,995	----	----	----		----	----	----
INCREASE (%/YR.)	----	----	----	----		----	----	----
1979	----	----	9,456	10,300		10,945	----	----
INCREASE (%/YR.)	----	----	0.26	----		13.46	----	----
1980	----	9,155	9,481	----		12,418	14,100	----
INCREASE (%/YR.)	----	0.60	3.49	2.80		5.17	----	----
1985	----	9,423	11,136	11,740 (1984)		15,628	17,000	----
INCREASE (%/YR.)	----	0.53	1.39	2.45		4.11	----	----
1990	----	9,671	11,602 (1988)	13,180 (1989)		18,838	20,500	----
INCREASE (%/YR.)	----	----	----	----		3.41	----	----
1995	----	----	----	----		22,048	24,900	----
INCREASE (%/YR.)	----	0.034	----	----		2.91	----	----
2000	----	10,002	----	----		25,258	30,000	----

(1) Computed as Rivertons porportionate percentage of State population.

(2) Computed as Rivertons porportionate percentage of County population.

(3) Riverton only - excluding 10 mile radius.

FIGURE 2

RIVERTON, WYOMING
HISTORICAL POPULATION
U.S. BUREAU OF CENSUS

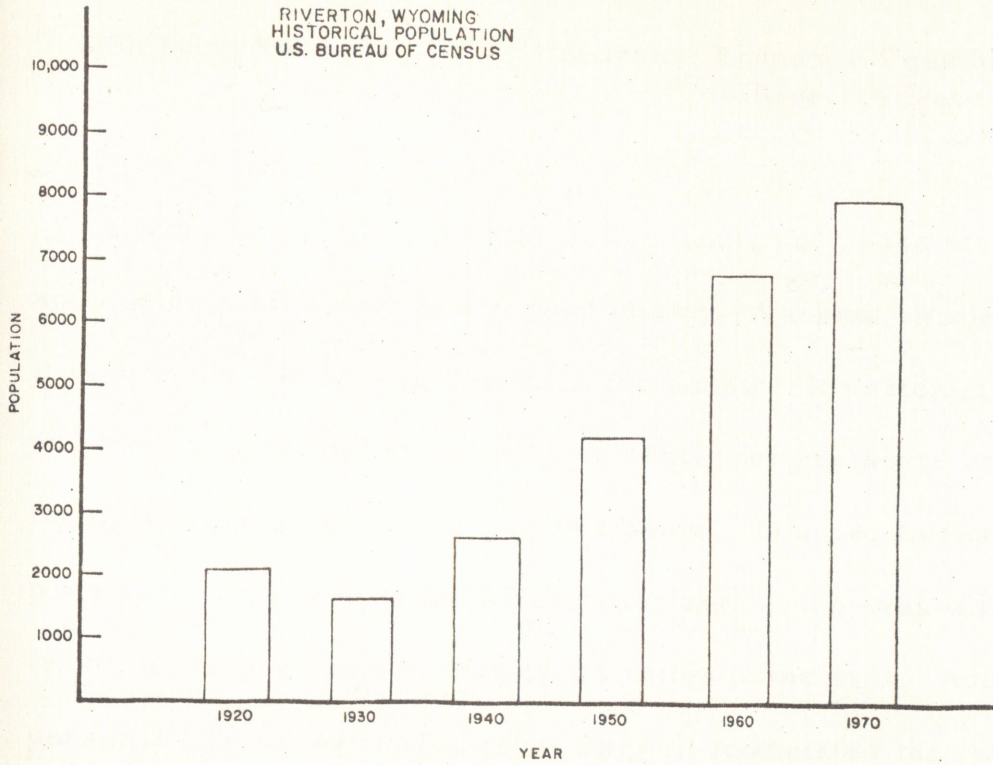
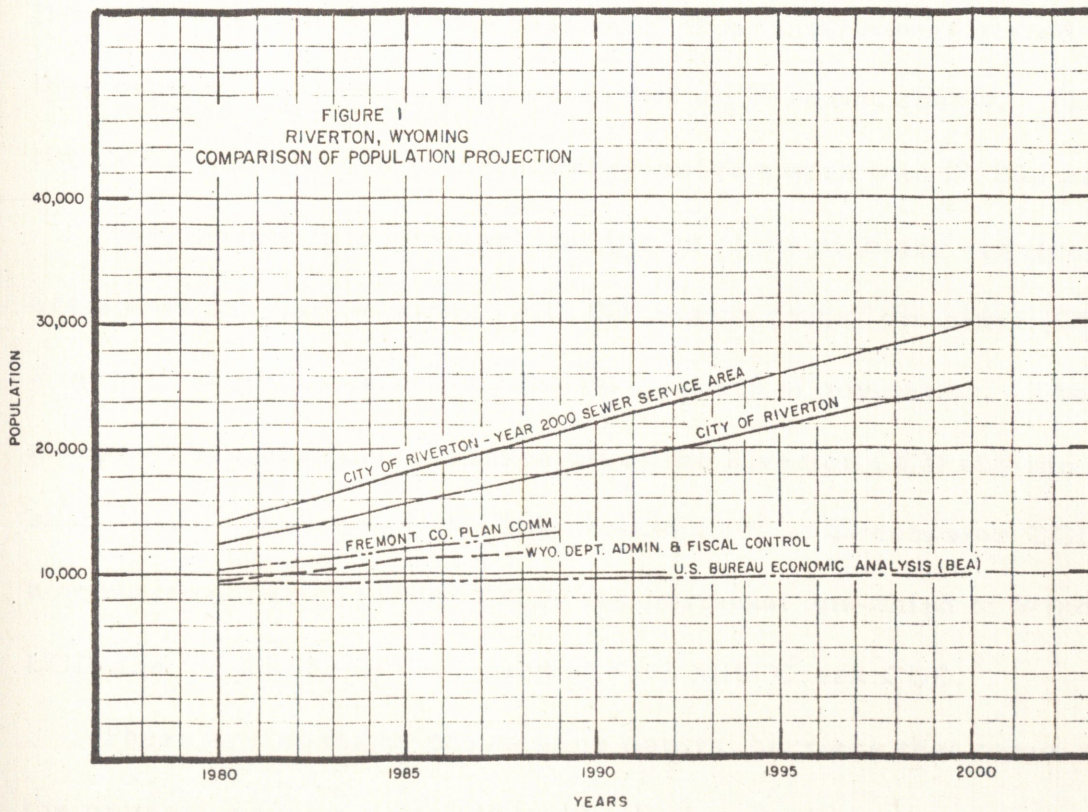


FIGURE 1
RIVERTON, WYOMING
COMPARISON OF POPULATION PROJECTION



Shopping Patterns

Source: Economic Feasibility Study
of Riverton State Bank -
Darnell Associates Inc. 1976

Riverton is the largest city in the county and is the major retail and commercial center in Fremont county. Various officials believe it is still the number one center in the county. Riverton is the closest and most accessible retail shopping center for residents living within the primary service area described below. In order to find more complete retail and service facilities, residents of the area would have to travel to Casper, approximately 120 miles to the east. According to personal interviews conducted by Darnell Associates Inc. with business firms in Riverton over three fourths of those interviewed stated that they draw customers from Riverton and all Fremont county. The estimated population within the primary service area was 17,800 as of 1976.

The approximate geographical limits of the primary service area are shown on Plate 6, along with the census county divisions (CCD) of Fremont county as defined by the 1970 census of population. The primary service area encompasses all of the Riverton CCD and the Shoshone CCD. It also includes the northern 40% of Sweetwater CCD, the northeast corner of Lander CCD, the northeast one-third of Windriver CCD and the southeast one-third of Five Mile Creek CCD.

There are no major physical or natural barriers that serve to limit the primary service area. Instead, the boundaries are more a reflection

of the distances between towns.

Economic Characteristics (1970 Census)

Family incomes in Riverton CCD were 3.1% above the state level. The incidence of poverty was above the state level and fewer families earned above \$15,000 in the Riverton CCD than in the state. Unemployment was somewhat less in Riverton CCD in 1970. More people owned their homes in the Riverton CCD, the value of homes was higher and rents were also higher. These are represented in Table 2.

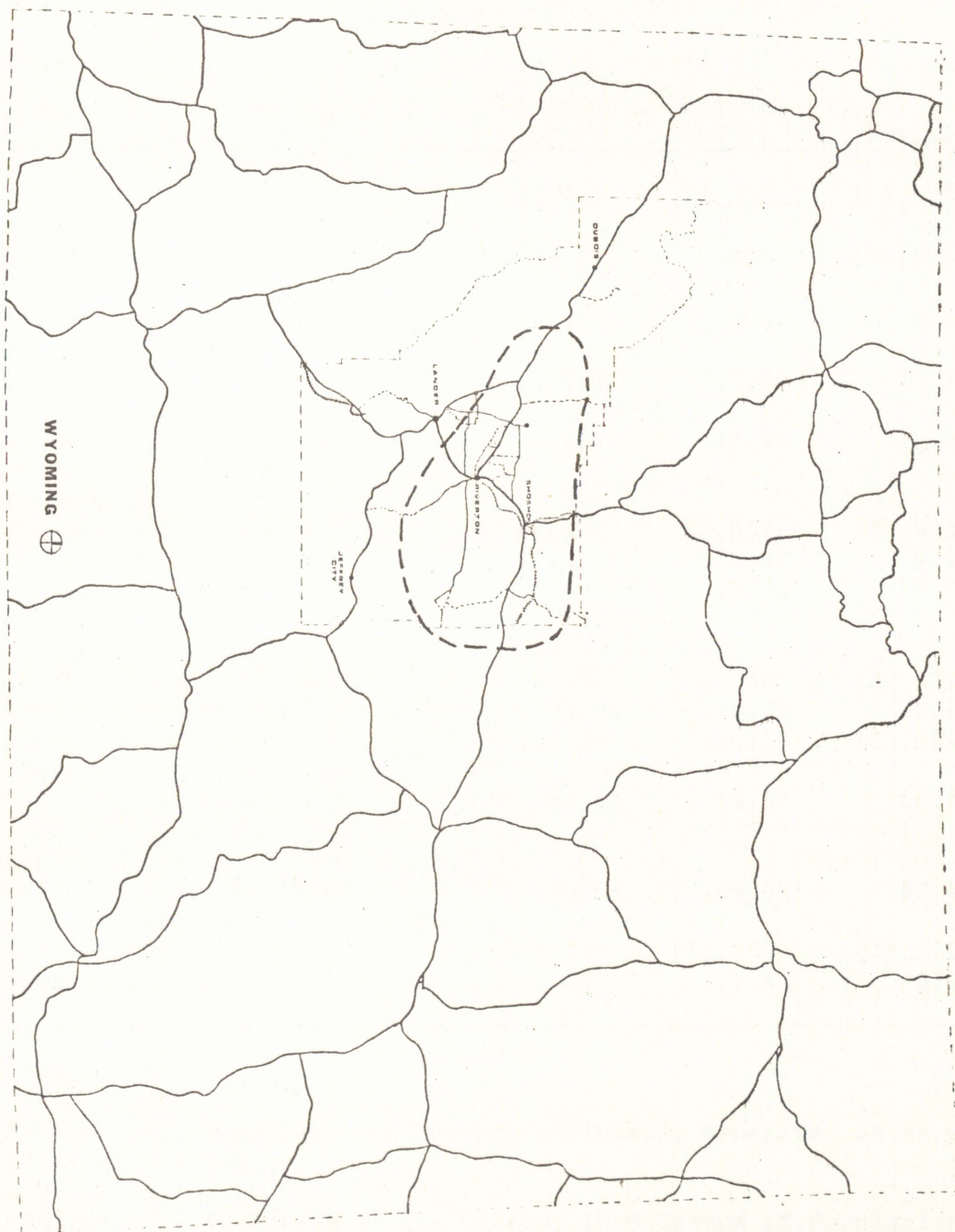


Plate 6

TABLE 2

POPULATION AND ECONOMIC CHARACTERISTICS OF
RIVERTON CCD, FREMONT COUNTY, AND WYOMING
1970

Characteristic	Riverton CCD	Fremont County	Wyoming
Population	12,244	28,352	332,416
Households	3,689	8,050	104,600
Persons per Household	3.3	3.4	3.1
Median Age	26.9	27.0*	27.2
Median School Years Completed	12.4	12.3	12.4
Family Income			
Median	\$9,220	\$8,932	\$8,943
Percent Below Poverty Level	12.7%	11.8%	9.3%
Percent Earning \$15,000 or more	13.6%	12.3%	15.7%
Employment			
Civilian Labor Force	4,931	10,748	129,577
Percent Unemployed	4.3%	6.7%	4.8%
Total Employed	4,720	10,032	123,389
Percent in White Collar Occupations**	44.6%	42.6%	46.4%
Housing			
Percent Owner Occupied	70.0%	69.9%	66.4%
Median Value Owner-Occupied Units	\$16,275	\$15,600	\$15,300
Median Contract Rent	\$77	\$74	\$72

*Estimated.

**White-collar workers include professionals, managers, sales workers, and clerical workers.

SOURCE: U. S. Bureau of the Census, 1970 Census of Population and Housing, General Social and Economic Characteristics, and 1st and 4th Count Summaries.

Employment

In 1970 the Riverton CCD had a labor force of 4,931 or 45.9% of the total of Fremont county. The leading occupation in Riverton CCD was that of professional, technical, and kindred workers. (Table 3) Riverton had a larger population of people employed in these occupations than the whole of Fremont county or the state of Wyoming. The second leading occupation was that of craftsman, foreman, and kindred workers. There was not a heavy concentration of workers in any one occupation.

As for the leading industrial sectors of employment; mining, agriculture, and public school teaching were the three leaders for south Riverton CCD and Fremont county. In Riverton CCD, 14.7 percent were employed in mining industries.

TABLE 3

EMPLOYMENT BY OCCUPATIONS IN RIVERTON CCD,
FREMONT COUNTY, AND WYOMING, 1970

Occupation	No. of Employees in Riverton CCD	Pct. in Riverton CCD	No. of Employees in Fremont County	Pct. in Fremont County	No. of Employees in Wyoming	Pct.
Professional, Technical and Kindred Workers	759	16.1	1,517	15.1	18,795	15.2
Managers and Administrators, Except Farm	573	12.1	1,104	11.0	13,569	11.0
Sales Workers	221	4.7	488	4.9	6,712	5.4
Clerical and Kindred Workers	550	11.7	1,161	11.6	18,175	14.7
Craftsmen, Foremen, and Kindred Workers	662	14.0	1,506	15.0	16,903	13.7
Operatives, Except Transport	529	11.2	1,110	11.1	10,491	8.5
Transport Equipment Operatives	158	3.3	269	2.7	4,649	3.8
Laborers, Except Farm	175	3.7	436	4.3	5,327	4.3
Farmers and Farm Managers	326	6.9	622	6.2	6,755	5.5
Farm Laborers and Farm Foremen	157	3.3	351	3.5	4,306	3.6
Service Workers, Except Private Household	559	11.8	1,325	13.2	15,966	12.9
Private Household Workers	51	1.1	143	1.4	1,741	1.4
TOTAL EMPLOYED	4,720	99.9%	10,032	100.0%	123,389	100.0%

SOURCE: U. S. Bureau of the Census, 1970 Census of Population, General Social and Economic Characteristics.

Commercial

An up-to-date business census is not available for Riverton. However, a business count taken from the February, 1976 phone directory indicates there are approximately 710 business firms and other organizations in the Riverton, Shoshoni, and Gas Hills Exchanges. Farms and ranches were not included in the business count.

A rough indication of the growth in business firms is given by the increase in commercial and other telephone accounts. The number has grown from 697 at the end of 1972 to 926 at the end of 1975, a gain of 229 and a percentage increase of 32.9% in three years. Commercial and industrial construction has been averaging \$1.5 million a year for the past three years. Retail and wholesale trade has been expanding rapidly as shown by the sales and use tax collections. When business firms are moving into the area, sales and tax collections in Fremont County was up 26.3% in 1975.

A significant commercial development that will have impact on the business climate is the Riverton Mall. Plans call for the development of 90,000 sq. ft. of gross leaseable area. Facilities provide for a major food tenant of 35,000 sq. ft. and a major drug/variety tenant of 20,250 sq. ft. Of the remaining 34,000 sq. ft., approximately 22,000 is for the accommodation of general business merchandise tenants that would be compatible with the center.

After considering the past growth record, as indicated by the previously discussed economic indicators, the current number of business firms now in operation, and the expected growth that will be generated by the expansion of uranium mining activity, it is believed that the annual gain in business firms and other organizations should be at least 50 a year.

Utility Connections. The City of Riverton supplies water for residential and commercial use. The total water meters at the end of each of the past three years and for February 1976 are given below:

	Year	Residential	Commercial	Total
Water Meters Served by City of Riverton	Dec. 1973	2,202	313	2,515
	Dec. 1974	2,265	321	2,586
	Dec. 1975	2,315	320	2,635
	Feb. 1976	2,317	321	2,638

Natural gas is distributed by Northern Utilities, Inc. The company serves an area covered by the City of Riverton, Ethete, Arapahoe, and Shoshoni. Given below are the meters in service at the end of recent years:

	1971	1972	1973	1974	1975
Gas Meters in Service	3,129	3,228	3,341	3,490	3,652
Gain over previous year	84	99	113	149	162

All of the utility meter and service figures indicate that substantial growth has occurred in the past few years in the Riverton area. Since utilities represent services that residences and business must have to carry on essential function, it can be inferred that a substantial growth in commerce of the area has also occurred.

FOOTNOTES

1. Extension Class 603, "Fremont County And Its Communities, Laramie, 1952. (Mineographed.) Page 91
2. T. A. Larson, History of Wyoming, (Lincoln: University of Nebraska Press, 1965), Page 351
3. Extension Class 603, "Fremont County And Its Communities", Page 91
4. Mary Julia Allyn, Twentieth Century Pioneering (Ft. Collins, Colo.: 1956), Page 15
5. Extension Class 603, "Fremont County And Its Communities", page 92
6. Allyn, Twentieth Century Pioneering, Page 15
7. Extension Class 603, "Fremont County And Its Communities", Page 92
8. Larson, History of Wyoming, Page 351
9. Extension Class 603, "Fremont County And Its Communities", Page 92
10. Larson, History of Wyoming, Page 352
11. Extension Class 603, "Fremont County And Its Communities", Page 95
12. Allyn, Twentieth Century Pioneering, Page 20
13. IBID, Page 38
14. Larson, History of Wyoming, Page 555
15. IBID, Page 471
16. Extension Class 603, "Fremont County And Its Communities", Page 96

BIBLIOGRAPHY

- Allyn, Mary Julia, Twentieth Century Pioneering. Ft. Collins, Colo.:
by Authur, 1956
- Aris Corp. "Working Paper No. 1". Riverton, 1979 (Mimeographed)
- Darnell Asso. Inc. "Economic Feasibility Study". Boulder, Colo., 1976
(Mineographed)
- Extension Class 603 "Fremont County and its Communities". Laramie,
Wyo., 1952
- Larson, T.A., History of Wyoming. Lincoln: University of Nebraska
Press, 1965

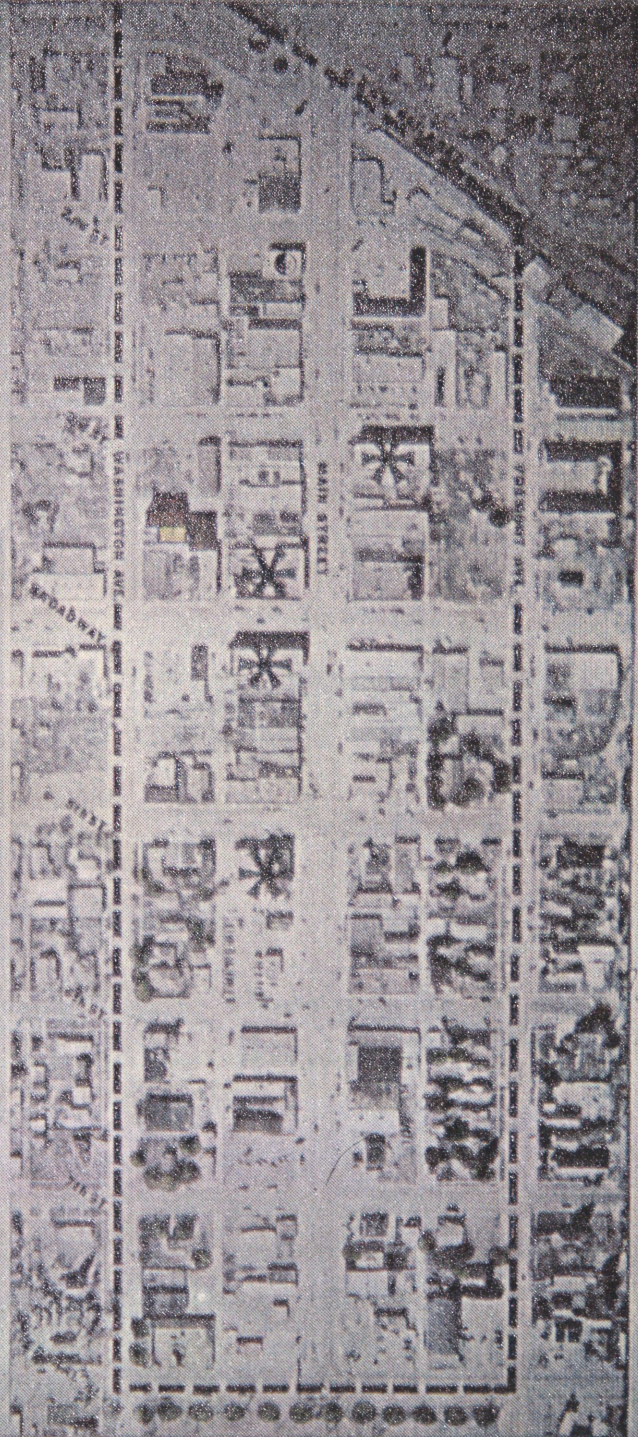
The District

Originally zoned Business "D" the area between Fremont and Washington Streets and extending from the C & NW Railroad eastward to Federal Boulevard makes up the study area. In 1978 ordinance No. 673 delineated this area as the C.B.D. and excluded it from off street parking requirements. Thus the beginnings of Riverton's Central Business District as a separate entity were established. The boundaries are shown on Plate 7. Restrictions include height of buildings as determined by the street which they front and loading requirements for the rear portion of buildings. The soil in the area is "ethete loam" exclusively which poses slight limitations to all urban development categories. There is no evidence of bedrock or water table to the profile depth of 5 feet. Main Street serves as the major utility corridor for below grade lines. (Plate 8) The alleys are used for suspended power lines as well as loading and refuse disposal areas. In most instances the alleys constitute problem areas visually, as do derelict buildings and unkept storage areas. (Plate 9) Visual features are marked by structures or areas of aesthetic quality or visual interest due to expressiveness, dominant massing or historical significances. The vista to the west, up Main Street, is restricted by High School Hill. (Plates 3 & 9). The vista to the east is restricted by the trees which border City Park. The side streets are relatively unrestricted and offer an extended view.

Broadway and Federal form major intersections where they cross Main Street and consequently result in congestion at various times throughout the day. The east end of Main Street experiences high volume, high velocity traffic due to lack of control as shown on Plate 11. This area is further symbolized as auto oriented by large, exposed parking lots. There is an inadequate supply of parking space in the western portion

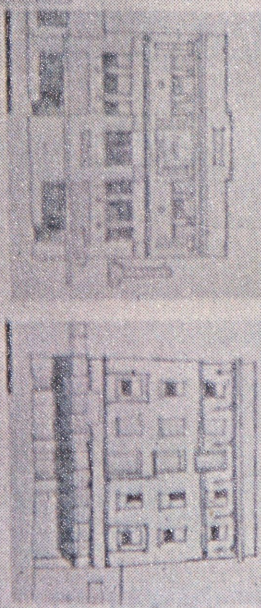
of the C.B.D. This area is the most densely developed, which strengthens the fabric and helps to define the space of Main Street. (Plate 12)

To the east the fabric becomes fragmented due to erratic setbacks and spacing as can be seen on Plate 13. The predominant land use in the C.B.D. is that of retail business, but also included are industrial, residential, public and institutional uses. The image of the area can thus be categorized following Lynch's system of path, district, edge, node and landmark. (Plate 14) Certain issues and opportunities appear (Plate 15) and are to be considered and addressed in the second portion of this thesis project.



UNIVERSITY
OF CALIFORNIA
LIBRARY

CIVIC



UNIVERSITY
OF CALIFORNIA
LIBRARY

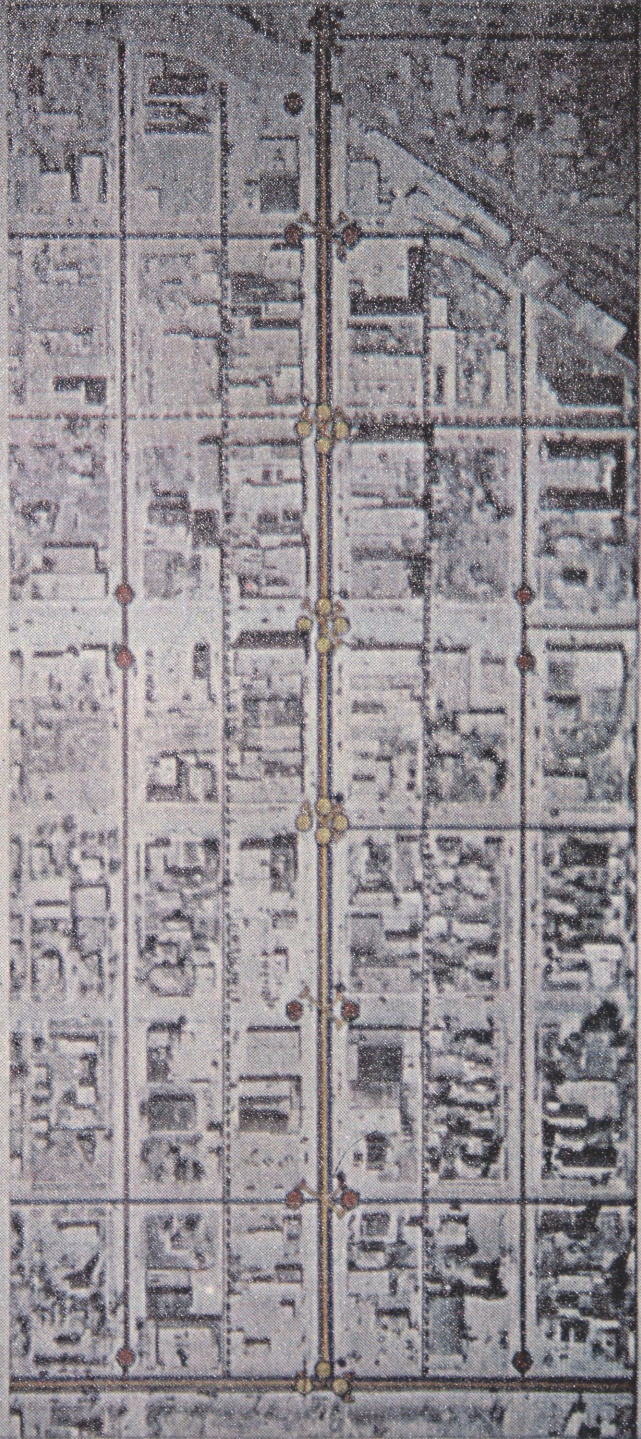
HISTORICAL



UNIVERSITY
OF CALIFORNIA
LIBRARY

MAIN STREET • RIVERTON •





MAINTENANCE
SECTION
RIVERTON



MAIN STREET • RIVERTON



MAIN STREET • RIVERTON •



MAIN STREET • RIVERTON

TRAFFIC LIGHT

Color	Meaning
Red	STOP
Yellow	CAUTION
Green	GO
Blue	ONE WAY
White	TRAFFIC LIGHT

PARKING

Color	Meaning
Red	NO PARKING
Yellow	CAUTION
Green	GO
Blue	ONE WAY
White	TRAFFIC LIGHT

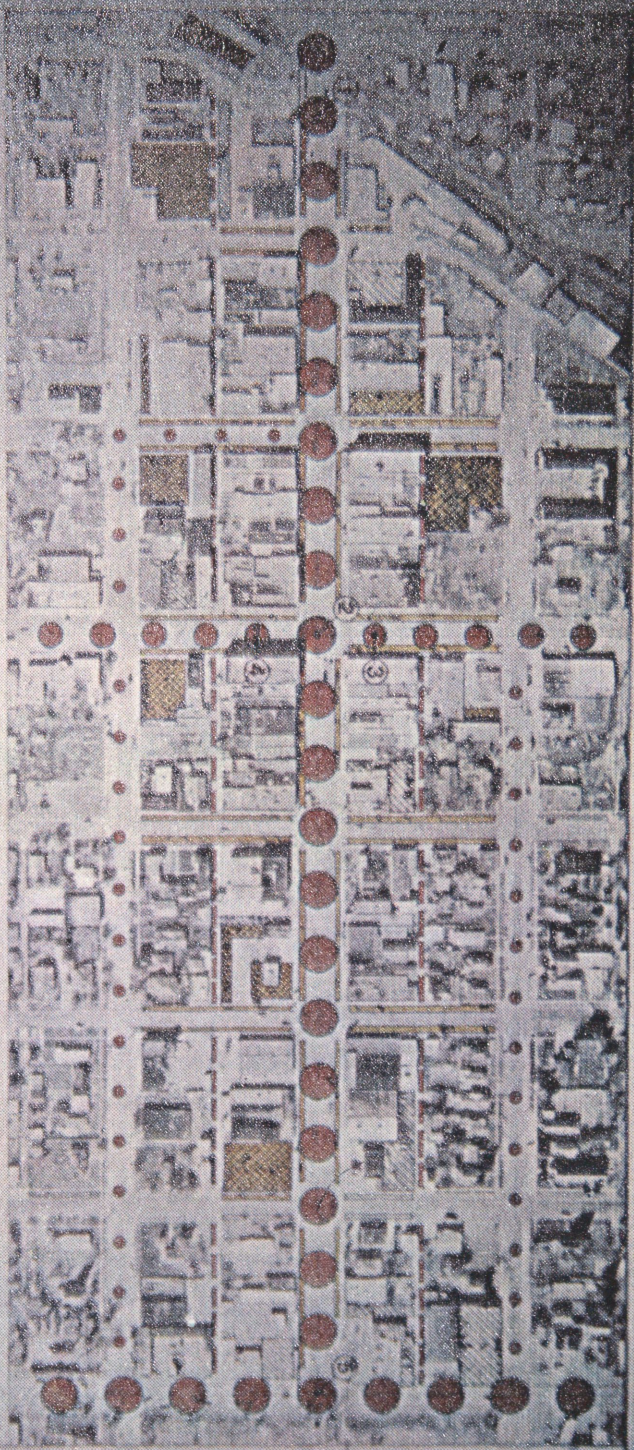
CIRCULATION

Symbol	Meaning
Red circle	STOP
Yellow circle	CAUTION
Green circle	GO



MAIN STREET
RIVERTON

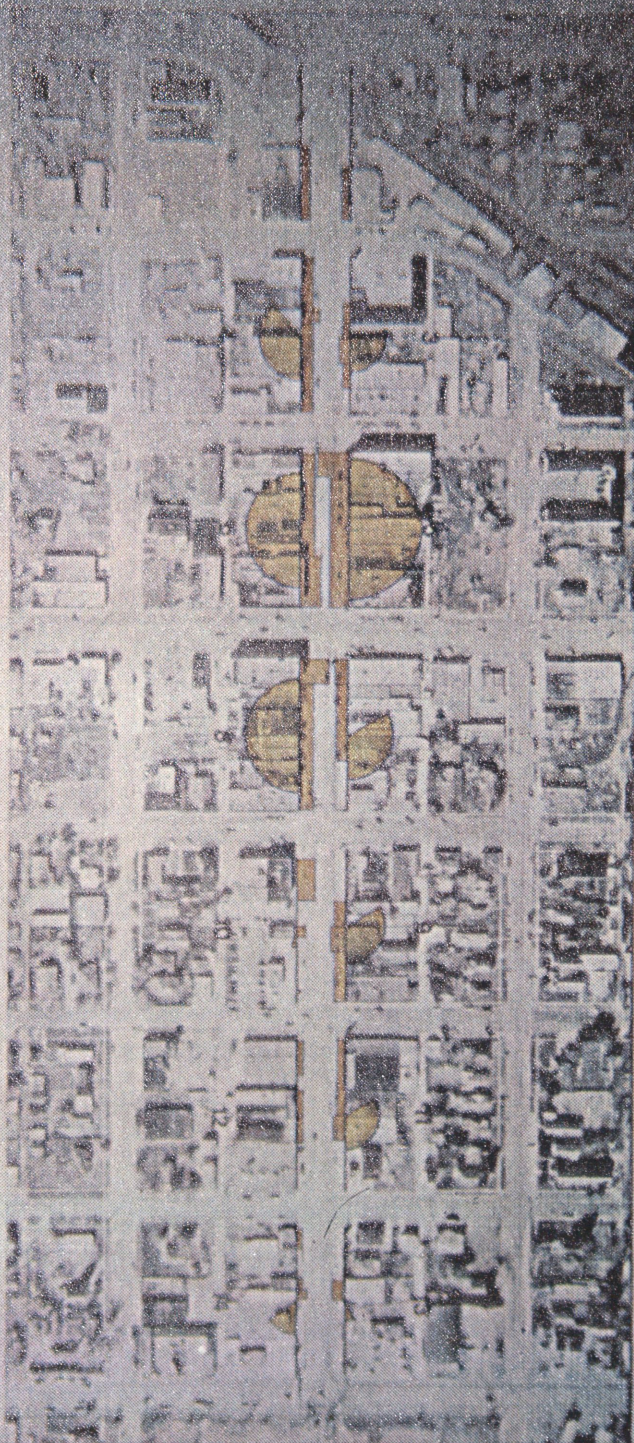
MAIN STREET • RIVERTON



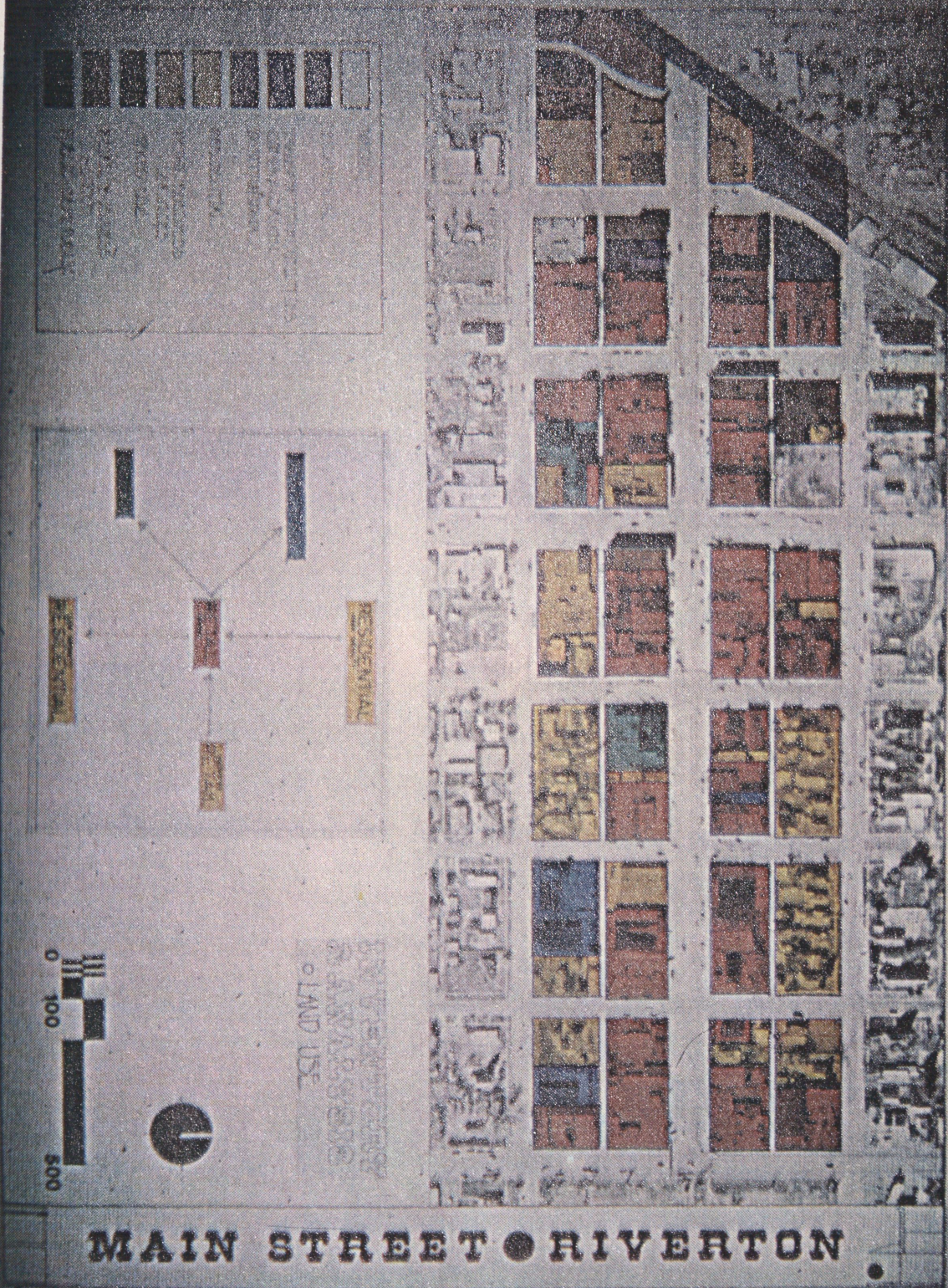
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
---	---	---	---	---	---	---	---	---	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	-----

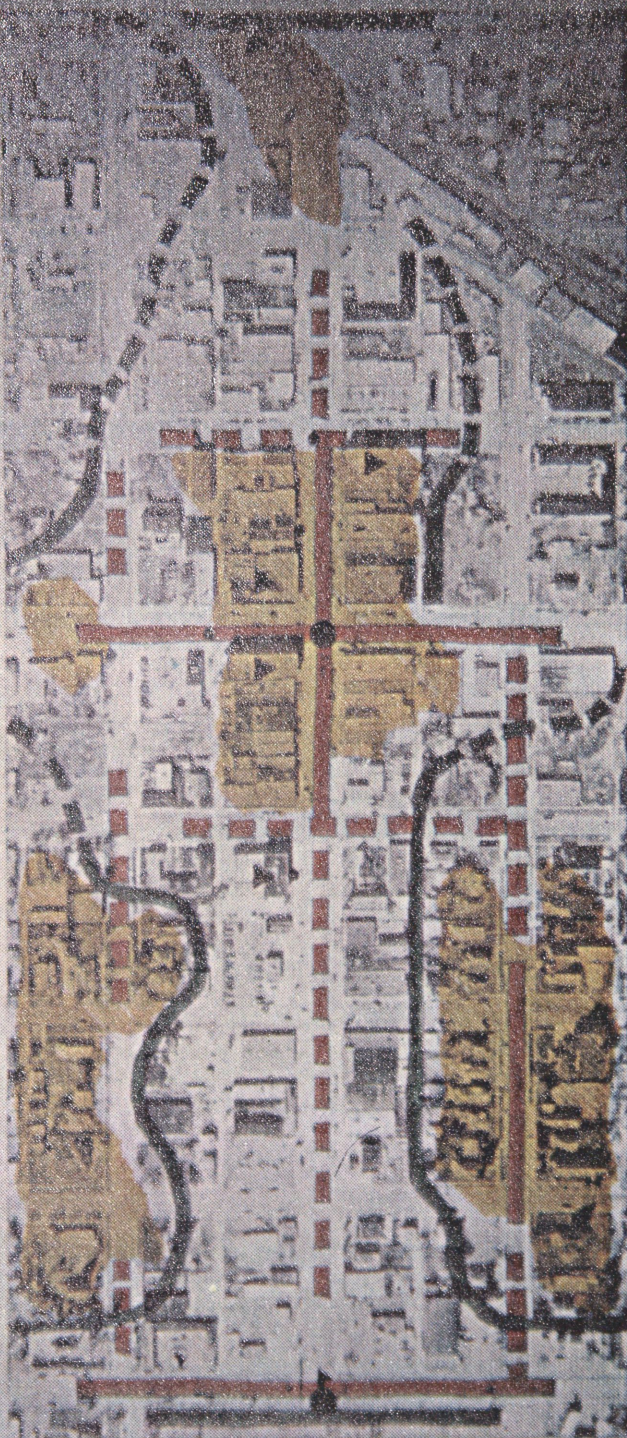


DENSITY



MAIN STREET • RIVERTON •

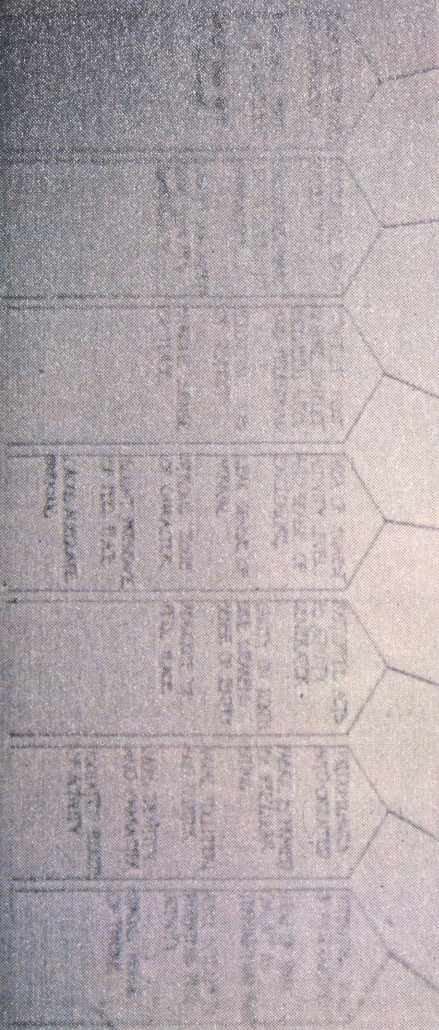
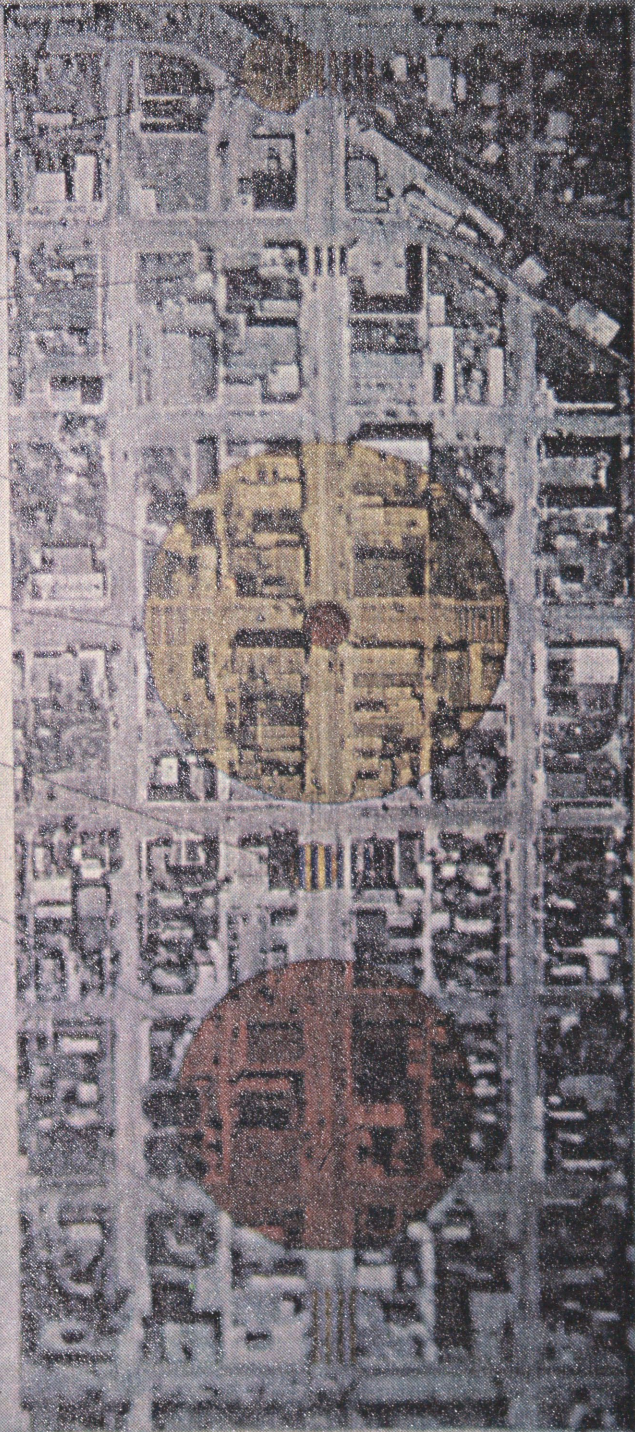




CONFIDENTIAL



MAIN STREET • RIVERTON



MAIN STREET • RIVERTON •

MONTANA STATE UNIVERSITY LIBRARIES
stks 720.6.M76K952 CA
A design guide for mainstreet Riverton [



3 1762 00157988 5



720.6
M76
K952

