

## Welcome New Business Owner

Congratulations on doing business in Winthrop! Winthrop is a thriving recreational tourism town in large part due to the town's Westernization efforts. A brief history of the town's Westernization conversion along with information regarding how businesses are required to participate in the Western Theme follows...

### Why Westernization? Here's our story:

In the 1960's, with the planned opening of the Highway 20 through the North Cascades, local visionaries looked to enhance the economics of Winthrop in anticipation of much greater numbers of travelers who could now reach Winthrop. The greatest visionaries in this group were Kathryn and Otto Wagner who owned the Wagner Lumber Mill. Wanting to give back to the community that gave them so much they pitched a proposal to convert all the business buildings in Winthrop back to their historic 1900 roots. Each business in Winthrop provided a small amount of money for the conversion with the Wagners footing the majority of all the funds. With Otto's passing, Kathryn led the charge to convert Winthrop's main street and commercial districts into a vision of the Old West. This conversion initiated one of the greatest charitable acts in Winthrop's history. It is estimated the Wagners spent over \$1 million (1970) dollars on the conversion which turned Winthrop into a unique, thriving, tourist town enjoyed by millions.

### What's your role?

In owning and operating a business in Winthrop, you have the unique opportunity to contribute to your success and the success of your community as a whole, through Winthrop's Westernization Theme. Today that western theme is maintained by a Westernization Ordinance that governs the appearance of all of Winthrop's commercial buildings including the lighting and signage. The purpose of Winthrop's Westernization Ordinance is to protect the public good. By furthering the Westernization theme we ensure the continued vitality of our economy through an asset which forms the basis for Winthrop's thriving tourist industry. All new applicants for business licenses will receive a copy of the ordinance and it is also available on the Winthrop Town website at [townofwinthrop.com](http://townofwinthrop.com). Business owners are required to comply with this ordinance. The Westernization Code has enabled businesses to thrive while contributing to the economic well-being of all residents in the Valley.

The Town's Westernization Design Review Board (WDRB) administers the Westernization Ordinance and is here to assist new business owners through the Westernization process. The WDRB meets the 2<sup>nd</sup> and 4<sup>th</sup> Wednesday's of every month at 8:00am at the Winthrop Barn. New business owners are required to meet with the WDRB committee before any new business construction or changes are applied for. The WDRB can help you with period-appropriate designs, materials, ideas, and resources.

## How do I participate?

The following is a brief overview of some of the Westernization Ordinance requirements for the outside of your building.

### **1. Architecture/ Building Exteriors:**

The Westernization Ordinance applies to all exterior elements of buildings, including but not limited to colors, materials, structures, attachments and any type of exterior decoration. Other items also used in business operations also falls under the Westernization Code, items such as air conditioners, exterior venting, garbage/dumpsters, seating, etc. If you plan on changing *any* exterior element you are required to consult the Westernization Ordinance as submit the required application. New business owners are required to have a pre-application conference with the WDRB before any new construction is applied for.

### **2. Signs:**

The Westernization Ordinance applies to all types of signage. There are a variety of types of signs that your business may want to display, certain types of signage require permits, others may not require a permit but is still governed in appearance and placement by the Code. It is highly recommended that new business owners meet in advance of applying for new signage with the WDRB who can assist business owners with the period-authentic requirements, fonts, colors and styles.

### **3. Lighting**

Lighting of signage and adding or changing light fixtures on the exterior of a building requires permitting. Certain lighting, such as holiday lighting, is exempt from permit requirements, but is still governed by the Code. Before any lighting changes take place you are required to consult with the WDRB in advance of any application as they can assist with lighting resources that comply with the Code.

Winthrop's Western Town is a unique and valuable marketing asset that is the envy of small towns across the nation. The more your business participates in the program, the more success you can expect, and the more successful the Town shall continue to be. The WDRB committee looks forward to working with you during this exciting process.

Please consult the Westernization Ordinance for detailed information or contact Winthrop's Westernization Administrator at Town Hall. Winthrop town staff and the Westernization Design Review Board are available should you have questions.

[Westernization@townofwinthrop.com](mailto:Westernization@townofwinthrop.com)

509-996-2320

*"A dream to restore this Town of Winthrop to the early 1900 era was the dream of the late Kathryn and Otto Wagner. Today that dream is a reality thanks to this incredible gift by the Wagners. We, the Townspeople, wish to express our deepest appreciation and heartfelt thanks for a dream come true"*  
-1972 Winthrop Western Town Dedication