

COLORADO CULTURAL RESOURCE SURVEY

# Architectural Inventory Form

Official eligibility determination  
(OAHP use only)

Date \_\_\_\_\_ Initials \_\_\_\_\_  
\_\_\_\_ Determined Eligible- NR  
\_\_\_\_ Determined Not Eligible- NR  
\_\_\_\_ Determined Eligible- SR  
\_\_\_\_ Determined Not Eligible- SR  
\_\_\_\_ Need Data  
\_\_\_\_ Contributes to eligible NR District  
\_\_\_\_ Noncontributing to eligible NR District

## I. IDENTIFICATION

1. Resource number: **5WL.7857** Parcel number(s):
2. Temporary resource no.: **N/A** **096108202001**
3. County: **Weld**
4. City: **Greeley**
5. Historic building name: **Universal Motor Company, Garnsey & Wheeler Ford Agency**
6. Current building name: **Botas El Campesino**
7. Building address: **1100 8th Avenue**
8. Owner name and address:



National Register eligibility assessment:  
State Register eligibility assessment:  
Greeley Historic Register eligibility assessment:

**Individually Eligible**  
**Individually Eligible**  
**Eligible**

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**II. GEOGRAPHIC INFORMATION**

9. P.M. **6th** Township **5N** Range **65W**  
**NE ¼ of NW ¼ of NE ¼ of NW ¼ of section 8**
10. UTM reference (Datum: NAD83)  
Zone **13: 526261 mE 4474496 mN**
11. USGS quad name: **Greeley, Colorado**  
Year: **1950; Photorevised 1980** Map scale: **7.5**
12. Lot(s): **4** Block: **83**  
Addition: **Greeley Original Townsite** Year of Addition: **1870**
13. Boundary Description and Justification: **This legally defined parcel encompasses, but does not exceed, the land historically associated with this property.**

**III. ARCHITECTURAL DESCRIPTION**

14. Building plan (footprint, shape): **Rectangular Plan**
15. Dimensions in feet: **130' N-S by 150' E-W, plus a 60' N-S by 31' E-W extension at the east end of the south elevation.**
16. Number of stories: **One**
17. Primary external wall material(s): **Brick**
18. Roof configuration: **Flat Roof**
19. Primary external roof material: **Asphalt Roof / Composition Roof**
20. Special features: **Glass Block, Decorative Terra Cotta**
21. General architectural description:  

**This large, distinctive, one-story commercial consists of a main rectangular-shaped section, which measures 130' N-S by 150' E-W, and an extension at the east end of the south elevation, which measures 60' N-S by 31' E-W. The long west wall of the main rectangular-shaped section faces toward 8<sup>th</sup> Avenue, while the long north wall faces toward 11<sup>th</sup> Street. The extension at the east end of the south elevation is located behind an adjacent building (south of the main rectangular-shaped section), addressed as 1108 8<sup>th</sup> Avenue (5WL.7858). The entire building is supported by a concrete foundation, with red brick wall construction, and a flat roof. The west and north walls of the main section are made of red brick faced brick, laid in running bond, with shallow recessed brick panels between the door and window openings, and with brick courses laid as soldiers as a continuous lintel over the door and window openings. The south and east walls (of the 60' by 31' extension) are made of pale red brick laid in common bond. The flat roof is hidden behind parapets on the building's north and west sides. A distinctive corner entry faces the intersection of 8<sup>th</sup> Avenue and 11<sup>th</sup> Street at the building's front northwest corner. This entry contains a glass-in-silver-metal-frame door, below a projecting rounded terra cotta arch and scrolls, and between two terra cotta pilasters. The wall area within the rounded arch, immediately above the door, is made of red face brick laid in a distinctive diagonal pattern. The**

long west wall (facing 8<sup>th</sup> Avenue) contains two large metal rollaway garage doors, and three sections of fixed-pane storefront display windows, two of which are painted with murals. Adjacent to one of the garage doors, is a painted red single entry door, with a tall transom light. The other garage door displays decorative artwork, and a quotation attributed to soccer star Pele: "Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, & most of all, love of what you are doing." Door and window openings on the long north elevation (facing 11<sup>th</sup> Street), include (from west to east): a band of four single-light fixed-pane display windows; A band of four large 112-light glass block windows, with a continuous sill of two red brick courses laid as rowlocks, and with painted silver metal mullions; a recessed entryway which contains a glass-in-silver-metal-frame door, with a transom light, flanked on either side by an angled single-light fixed-pane display window; a band of three 16-light industrial sash windows, topped by four opaque transom lights, and with black metal frames; a large, 24-light industrial sash window, with some panes painted white; a white metal rollaway garage door. The south wall of the (of the 60' by 31' extension) contains a set of tripled 16-light industrial sash windows, with a continuous red brick rowlock sill. The east wall (of the 60' by 31' extension) contains five white metal rollaway garage doors, and one grey utility door.

22. Architectural style/building type: **Early Twentieth Century Commercial**

23. Landscaping or special setting features:

**This property is located at the southeast corner of 8th Avenue and 11<sup>th</sup> Street. Two other one-story commercial buildings are adjacent to the south and east. These two buildings are respectively addressed as 1108 8<sup>th</sup> Avenue (to the south), and 714/716 11<sup>th</sup> Street (to the east). This building's west elevation fronts directly onto a concrete sidewalk paralleling 8<sup>th</sup> Avenue, while its north elevation fronts directly onto a concrete sidewalk paralleling 11<sup>th</sup> Street.**

24. Associated buildings, features, or objects: **N/A**

#### **IV. ARCHITECTURAL HISTORY**

25. Date of Construction: Estimate: **1917** Actual:
- Source of information: **Sanborn Insurance maps, Greeley city directories, Weld County Assessor records**
26. Architect: **Unknown**
- Source of information: **N/A**
27. Builder/Contractor: **Unknown**
- Source of information: **N/A**
28. Original owner: **Unknown**
- Source of information: **N/A**

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29. Construction history (include description and dates of major additions, alterations, or demolitions): **Weld County Assessor records list 1918 as this building's year of construction. Sanborn Insurance maps and Greeley city directories provide corroborating evidence that the building was constructed after 1915, and that it was in place by January 1918. The Sanborn Insurance map published that month depicts the newly-constructed building, noting its use as a "Garage" with a capacity to hold ninety cars. Other notations on the January 1918 Sanborn map indicate that the building had a concrete floor, a wood truss roof system, steam heat, and electric lights. It was constructed with the garage in the main south part of the building, an office and stockroom in the front northwest section, and a repair shop with an electric motor in the northeast section. The building replaced a dwelling, addressed as 728 11<sup>th</sup> Street, which had been constructed between 1901 and 1906. There have been no additions to the building subsequent to its original construction; however, adjacent automobile-related commercial buildings were subsequently erected adjacent to this building. These were 714 / 716 11<sup>th</sup> Street (5WL.7877) built in 1927, and 1108 8<sup>th</sup> Avenue (5WL.7858) built in 1929.**
30. Original Location: **Yes** Date of move(s): **N/A**

#### V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Commerce/Trade / Specialty Store (automobile showroom and garage)**
32. Intermediate use(s): **Commerce/Trade / Specialty Store (automobile showroom and garage)**
33. Current use(s): **Commerce/Trade / Specialty Store**
35. Historical background:
- Greeley's 8<sup>th</sup> Avenue corridor developed originally as a residential neighborhood between the 1880s and circa 1910. Located south of the downtown business district, 8<sup>th</sup> Avenue between 10<sup>th</sup> and 16<sup>th</sup> Streets, saw the construction of numerous residences and a small number of churches during those three decades. The 8<sup>th</sup> Avenue corridor then underwent a dramatic transformation during the 1910s and 1920s, as dozens of houses were razed to pave the way for the construction of new automobile-related businesses. By 1927, the corridor had become known as "Motor Row," lined with all manner of auto dealerships, repair shops, parts stores, and gas stations. Beginning in the late-1940s, the corridor began to diversify. Automobile-related businesses remained dominant, but were increasingly joined by a variety of other commercial enterprises, including regional and national chain retailers.**
- This building, located at 1100 8<sup>th</sup> Avenue, was constructed circa 1917 and served as an automobile sales and service facility until 2009. The 1918 and 1922 Greeley city directories respectively list the "Ford Garage" and the "Universal Motor Company" at this address. Subsequent city directories, from 1923 to 2007, list the "Garnsey & Wheeler Ford" agency or dealership at this address. The 2009 city directory lists the dealership's name as "Spradley Barr Lincoln Mercury. The building's long original use as an automobile dealership and repair garage came to a close in 2010. For a brief time, the building was then used as a venue for local artists and occasionally as the location for a winter farmers' market. Currently (in 2015) the building is home to a retail store named Botas El Campesino.**

The Garnsey and Wheeler Ford Agency was founded in the early 1920s by William S. Garnsey Jr. and Hugh F. Wheeler. William Smith Garnsey Jr. was born January 17, 1882 at Gloversville, Fulton County, New York. His father, a physician, was Dr. William Smith Garnsey Sr. and his mother was Marcia Lee Garnsey (nee Taylor), both of whom were natives of New York state. William Jr. graduated from Yale in 1902, and on January 6, 1905 he was married to Agnes Wood at Staten Island, New York. William Jr. gained employment with the Great Western Sugar Company, and as a result the couple moved west to Colorado. William Jr. served in management positions with Great Western, in Colorado at Greeley and Sterling, and at Billings, Montana. William Jr. and Agnes were blessed with the births of three children: Martha (born July 1906), Walter (born October 21, 1908), and William S. Garnsey III (born November 5, 1911).

The Garnsey family returned to Greeley in 1919, and a few years later William Jr. resigned his position with Great Western to partner with Hugh F. Wheeler in forming the Garnsey and Wheeler Ford dealership located at the southeast corner of 8<sup>th</sup> Avenue and 1<sup>th</sup> Street. William Jr. retired in 1947, relinquishing to his son, William III, responsibility for the Garnsey half of the successful dealership. William Jr. passed away just over a decade later, on June 18, 1959. His widow, Agnes, passed away in 1966. Both are interred in Greeley's Linn Grove Cemetery.

Following in his father's footsteps, William Smith Garnsey III graduated from Yale in 1933. He and his wife Roseanne were married in the late 1930s, and he subsequently served as a Lieutenant Commander in the Pacific Theater during World War II. Beginning in 1947, William S. Garnsey III partnered with John M. Wheeler (son of Hugh F. Wheeler) as they continued to own and manage the Garnsey and Wheeler Ford dealership their fathers had founded. In addition to the automobile business, William III also enjoyed a successful political career, serving in the Colorado State Senate between 1966 and 1975. In time, William III retired from managing the dealership, with his son, William Herrick Garnsey, taking over the responsibility succeeding his father and grandfather. William S. Garnsey III passed away on January 6, 2000 at the age of 88.

Hugh Flower Wheeler was born in Colorado on August 12, 1887, the son of Charles and Thirza [sp.?, Thirga? Thersa?] (maiden name unknown) Wheeler. Hugh came of age in Greeley, and was married to his wife Jessie (maiden name unknown) on August 29, 1913. A son, Charles (named for Hugh's father) was born to the couple in 1915, followed by twin sons, John and Hugh Jr., born in 1918. Parlaying on his business acumen as a banker, Hugh partnered with William Garnsey Jr., circa 1922, to found the Garnsey Wheeler Ford dealership. Hugh retired in the late 1940s, at which time his son, John Wheeler, took over responsibility for managing the Wheeler family's share of the successful Ford dealership. Hugh Wheeler passed away in Greeley on January 16, 1958. His widow, Jessie, passed away in 1976. Both are interred in Greeley's Linn Grove Cemetery. Garnsey and Wheeler Ford endured at this location until circa 2010. In 1997, it received special recognition from Ford Motor Company as the second oldest Ford dealership in Colorado.

## 36. Sources of information:

“Colorado General Assembly Senate Memorial 00-001.” (Memorializing William S. Garnsey III), 2001.  
[www.leg.state.co.us/2000/inetcbill.nsf/billcontainers/607D89713889153187256863007D16EE/\\$FILE/SM001\\_enr.pdf](http://www.leg.state.co.us/2000/inetcbill.nsf/billcontainers/607D89713889153187256863007D16EE/$FILE/SM001_enr.pdf)

The Greeley City and Rural Route Directory. (Generally published annually by *the Greeley Tribune-Republican* Publishing Company.)

Sanborn Insurance Company maps for Greeley, Colorado dated June 1886, December 1887, January 1891, October 1895, January 1901, January 1906, October 1909, January 1918, April 1927, September 1946 (as an update of the April 1927 Sanborn maps), August 1968 (also as an update of the April 1927 Sanborn maps).

U.S. federal census records, and biographical records, (referencing the Garnsey and Wheeler families), accessed through [www.ancestry.com](http://www.ancestry.com).

Weld County Assessor Property Information Map. <http://www.co.weld.co.us/maps/propertyinformation>

Weld County Assessor Property reports. <https://propertyreport.co.weld.co.us>

## VI. SIGNIFICANCE

37. Local landmark designation: **No** Date of designation: **N/A**

Designating authority: **N/A**

38. Applicable National Register Criteria:

- ✓ A. Associated with events that have made a significant contribution to the broad pattern of our history;
- B. Associated with the lives of persons significant in our past;
- ✓ C. Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D. Has yielded, or may be likely to yield, information important in history or prehistory.

Qualifies under Criteria Considerations A through G (see Manual)

Does not meet any of the above National Register criteria

38A. Standards for Listing in the Colorado State Register of Historic Properties: Criteria for consideration of properties for nomination and inclusion in the Colorado State Register includes the following:

- ✓ A. The association of the property with events that have made a significant contribution to history;
- B. The connection of the property with persons significant in history;
- ✓ C. The apparent distinctive characteristics of a type, period, method of construction, or artisan;
- D. The geographic importance of the property;
- E. The possibility of important discoveries related to prehistory or history.

Does not meet any of the above State Register criteria

38B. Standards for Listing in the Greeley Historic Register: A property shall be eligible for designation for historic preservation and eligible for economic incentives if it meets at least one (1) criterion in two (2) or more of the following categories:

- ✓ 1 (a) Historical Significance: Has character, interest and integrity and reflects the heritage and cultural development of the City, State or Nation;
- 1 (b) Historical Significance: Is associated with an important historical event;
- 1 (c) Historical Significance: Is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.
- ✓ 2 (a) Architectural Significance: Characterizes an architectural style associated with a particular era and/or ethnic group;
- 2 (b) Architectural Significance: Is identified with a particular architect, master builder or craftsman;
- 2 (c) Architectural Significance: Is architecturally unique or innovative;
- 2 (d) Architectural Significance: Has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance;
- 2 (e) Architectural Significance: Has visual symbolic meaning or appeal for the community.
- 3 (a) Geographic Significance: Has proximity to a square, park or unique area deserving of preservation;
- 3 (b) Geographic Significance: Is a visual feature identifying an area or neighborhood or consists of utilitarian and commercial structures historically and geographically associated with an area.

39. Area(s) of significance: **Architecture, Commerce, Transportation**

40. Period of significance: **1918 (architectural), 1918 – 1966 (historical)**

41. Level of significance: **Local**

42. Statement of significance:

**This building is historically significant for its association with commercial development along 8<sup>th</sup> Avenue in downtown Greeley. In particular, the building is significant for its original use as an automobile sales and service facility, and its long enduring association with the Garnsey and Wheeler Ford dealership. The building exemplifies 8<sup>th</sup> Avenue's conversion from a residential neighborhood into a commercial corridor, with an emphasis on automobile-related businesses, which began in the 1910s. As such, the building is significant relative to the themes of commerce and transportation. The building is also architecturally significant as a relatively intact early twentieth century commercial style building, complete with an architecturally notable corner entry. Displaying a high standard of integrity, the building qualifies for individual listing in the National Register of Historic Places, and in the State Register of Historic Properties. The building is also eligible for individual listing in the Greeley Historic Register.**

43. Assessment of historic physical integrity related to significance:

**This building displays a high level of physical integrity, relative to the seven aspects of integrity as defined by the National Park Service and History Colorado - setting, location, design, materials, workmanship, feeling and association. Despite some (primarily decorative) alterations to the historic door and window openings, the building's historic use as an automobile dealership and service garage remains very much in evidence.**

#### **VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT**

44. National Register eligibility assessment: **Individually Eligible**  
State Register eligibility assessment: **Individually Eligible**  
Local Landmark eligibility assessment: **Eligible**

45. Is there National Register district potential? **No**

Discuss: **Buildings along 8th Avenue, between 10th Street and 16th Street, do not collectively possess the significance or the integrity to comprise a National Register eligible district.**

If there is N.R. district potential, is this building contributing or noncontributing? **N/A**

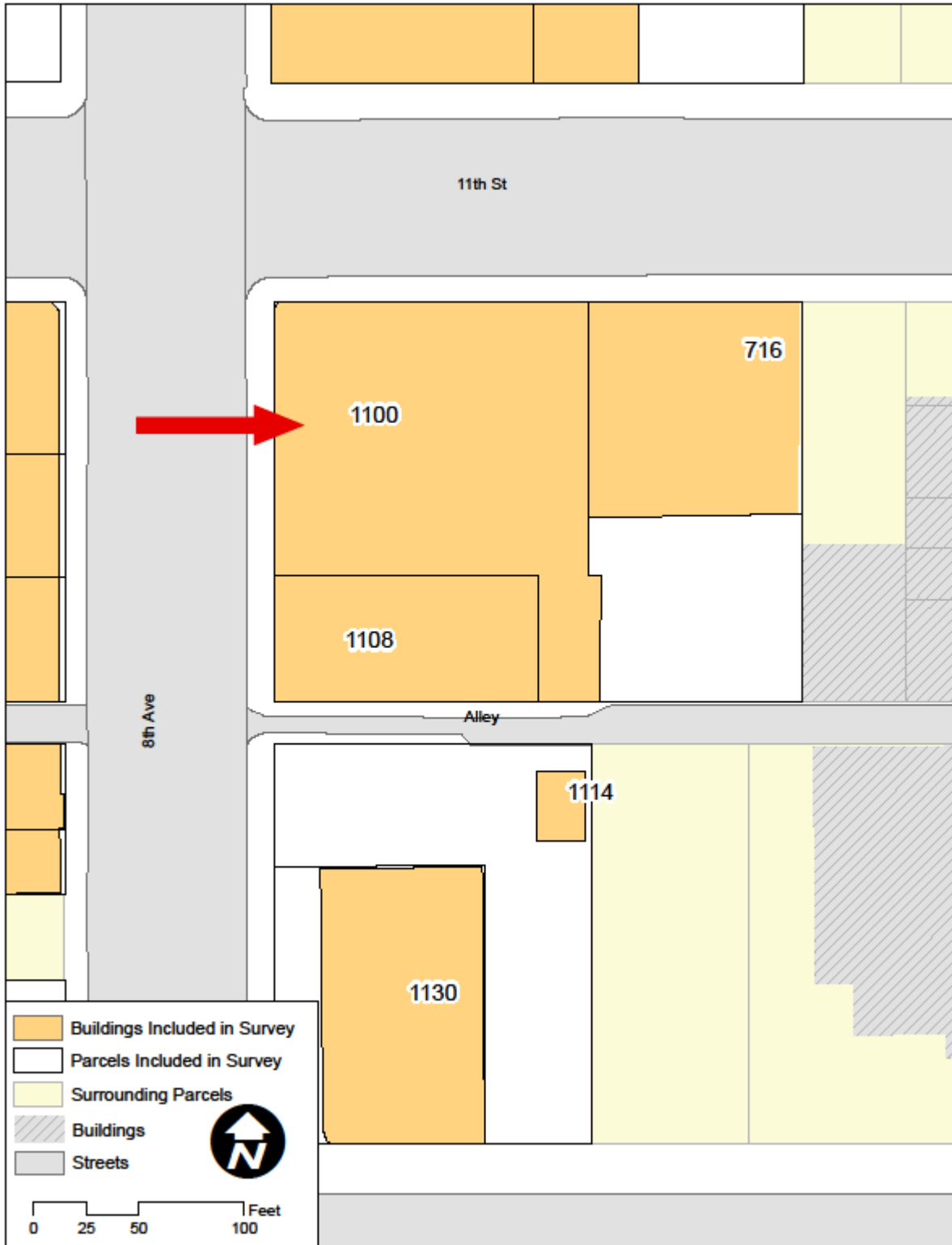
46. If the building is in an existing N.R. district, is it contributing or noncontributing? **N/A**

#### **VIII. RECORDING INFORMATION**

47. Photograph numbers: **CD #1, Images 170-176**  
CD filed at: **City of Greeley Historic Preservation Office**  
**1100 10th Street, No. 201**  
**Greeley, CO 80631**
48. Report title: **Greeley 8th Avenue Comprehensive Historic Resource Survey**
49. Date(s): **October 1, 2015**
50. Recorder(s): **Carl McWilliams**
51. Organization: **Cultural Resource Historians**
52. Address: **1607 Dogwood Court, Fort Collins, CO 80525**
53. Phone number(s): **(970) 493-5270**



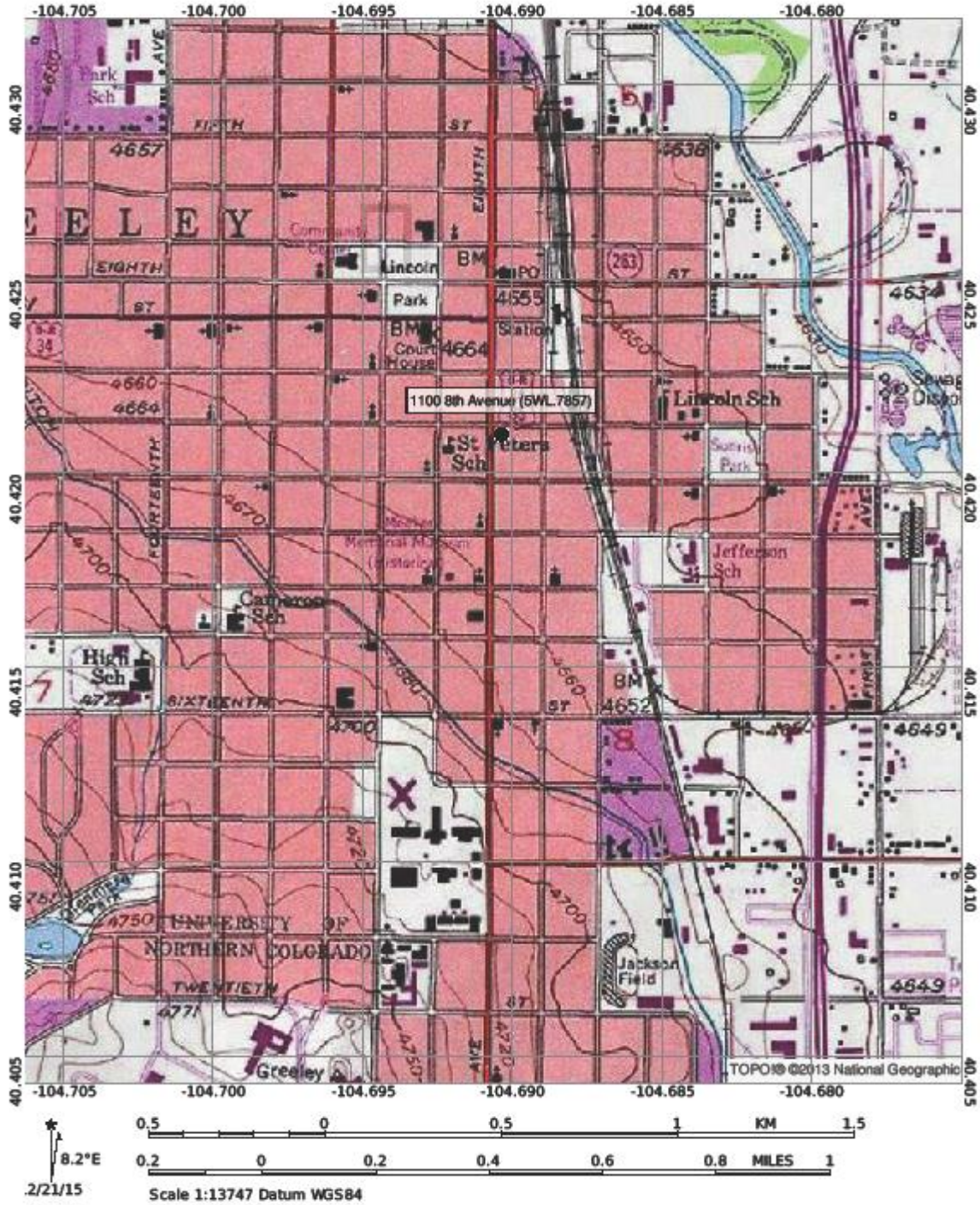
### Sketch Map



### Location Map

## 1100 8th Avenue

ANTrails NATIONAL GEOGRAPHIC







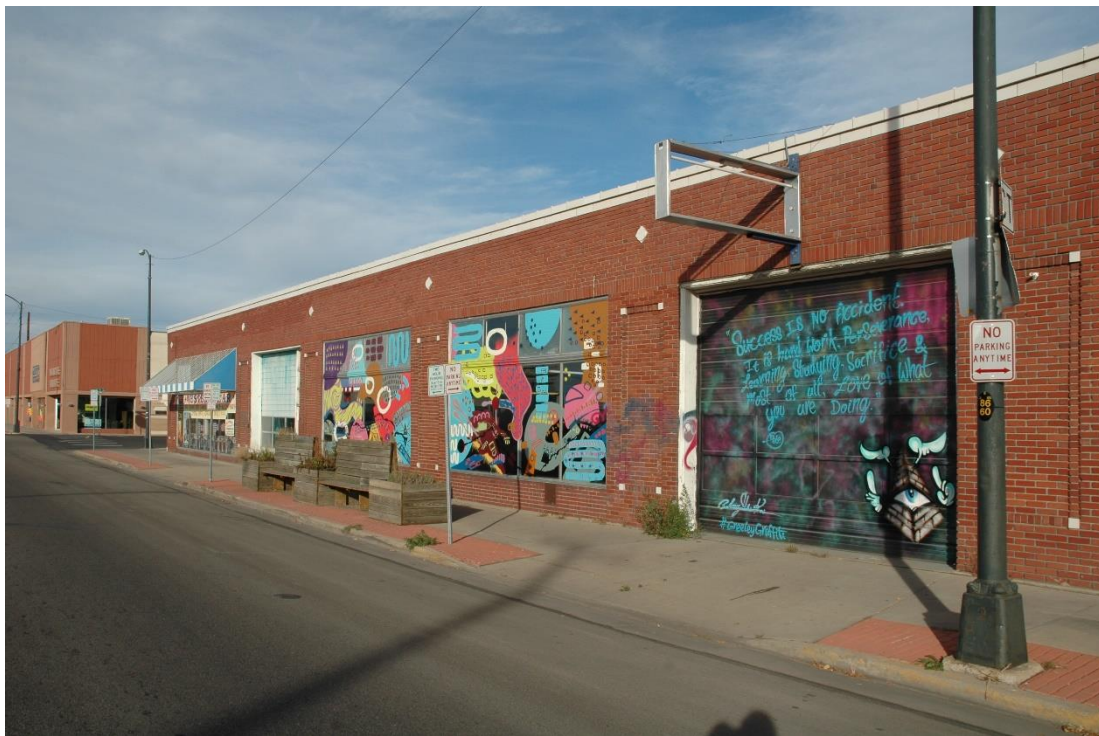
*CD 1, Image 170, View to SW of north side*



*CD 1, Image 171, View to SE of north side*



CD 1, Image 172, View to SW of north side



CD 1, Image 174, View to NE of west side





*CD 1, Image 173, View to SE of corner entry*



*CD 1, Image 175, View to ESE of west side*



*CD 1, Image 176, View to SE of east and north sides*