

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.7875 | Parcel number(s): | |
| 2. Temporary resource no.: | N/A | | 096108225003 |
| 3. County: | Weld | | |
| 4. City: | Greeley | | |
| 5. Historic building name: | Colorado Theatre | | |
| 6. Current building name: | U. N. C. Foundation Hall | | |
| 7. Building address: | 1516 8th Avenue | | |
| 8. Owner name and address: | | | |



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

Not Individually Eligible
Not Individually Eligible
Not Eligible

II. GEOGRAPHIC INFORMATION

9. P.M. **6th** Township **5N** Range **65W**
SE ¼ of SW ¼ of SE ¼ of NW ¼ of section 8
10. UTM reference (Datum: NAD83)
Zone **13: 526263 mE 4473834 mN**
11. USGS quad name: **Greeley, Colorado**
Year: **1950; Photorevised 1980** Map scale: **7.5**
12. Lot(s): **39** Block: **165**
Addition: **Elmwood** Year of Addition: **1890**
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: **62' N-S x 173' E-W**
16. Number of stories: **One**
17. Primary external wall material(s): **Brick, Stucco**
18. Roof configuration: **Gabled Roof / Front Gabled Roof**
19. Primary external roof material: **Asphalt Roof / Composition Roof**
20. Special features: **N/A**

21. General architectural description:

This building consists of the following three components: a main, tall, one-story, gabled-roof section, which measures 62' N-S (across) by 125' E-W (deep); a lower, one-story, shed-roofed extension to the east (rear) elevation, which measures 62' N-S by 22' E-W; a lower, one-story, flat-roofed addition to the west (front) elevation, which includes the front entryway into the building, and measures 62' N-S by 23' E-W. There are also small, low, shed-roofed extensions at the east ends on the main section's north and south sides. The main section originally comprised the Colorado Movie Theatre, but, since 1975, has served as a University of Northern Colorado music performance hall. The entire building rests on a concrete foundation. The main section features light brown brick exterior walls laid in common bond. The roof over the main section is a low-pitched front gable, with brown asphalt composition shingles and closed eaves. The roof line is higher at the east (rear) end of the main section, where the performance stage is presumably located. A set of paired metal utility doors enter the main section through the small shed-roofed extension at the east end of the north elevation. Two metal utility doors enter the main section through the shed-roofed extension at the east end of the south elevation. The stuccoed flat-roofed addition to the west elevation forms the building's façade as it faces toward 8th Avenue. Two sets of paired glass-in-metal-frame doors, with transom lights and sidelights, enter the façade from within a recessed entryway. The shed-roofed extension to the east (rear) elevation also

features light brown brick exterior walls laid in common bond. This roof over this portion of the building is also covered with brown asphalt composition shingles, and the eaves are closed. A set of paired grey metal utility doors enter the shed-roofed extension from the alley on the east elevation. Another grey metal utility door, with one upper sash light, enters the shed-roofed extension near the east end of the south elevation.

22. Architectural style/building type: **Modern Movements**

23. Landscaping or special setting features:

This large free-standing building is located on the east side of the 1500 block of 8th Avenue in Greeley. The façade fronts directly onto the wide concrete sidewalk paralleling the avenue. Asphalt parking lots flank the building's north and south sides. The north – south trending alley between 7th and 8th Avenues is immediately east of (behind) the building.

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

IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate:

Actual: **1957**

Source of information:

“Ceremony Opens Colorado Theatre Friday Night.” Greeley Tribune, May 18, 1957. (article in clipping file located at Greeley Museum Archives)

26. Architect:

Unknown

Source of information:

N/A

27. Builder/Contractor:

Unknown

Source of information:

N/A

28. Original owner:

Cooper Foundation Theaters

Source of information:

“Ceremony Opens Colorado Theatre Friday Night.” Greeley Tribune, May 18, 1957. (article in clipping file located at Greeley Museum Archives)

29. Construction history (include description and dates of major additions, alterations, or demolitions):

This building was constructed as the Colorado Theatre, a movie venue owned by Cooper Foundation Theaters. In 1975, after the Colorado Theatre had closed, the building was acquired by the University of Northern Colorado Foundation for use as recital and concert hall by the U. N. C. School of Music. The building was substantially remodeled in the mid-to-late 1970s. Building permits related to the remodeling work were issued on September 26, 1975 and on August 14, 1979. The work undertaken in 1975 was described as: “Construct new stage flooring system in existing theatre building. Partial removal of seats and set up new lighting system.” Charles Erickson served as the general contractor.

The 1979 permit was for an addition to the front of the original theater building (described above in section 21). This permit lists Larry E. Steel as the architect and Dave Cropper as the contractor.

30. Original Location: **Yes** Date of move(s): **N/A**

V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Recreation and Culture / Theater**
32. Intermediate use(s): **Recreation and Culture / Theater**
Recreation and Culture / Music Facility
33. Current use(s): **Recreation and Culture / Music Facility**

35. Historical background:

Greeley's 8th Avenue corridor developed originally as a residential neighborhood between the 1880s and circa 1910. Located south of the downtown business district, 8th Avenue between 10th and 16th Streets, saw the construction of numerous residences and a small number of churches during those three decades. The 8th 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.

Built as the Colorado (movie) Theatre in 1957, this building illustrates the area's commercial diversification during the post-World War II era. Owned originally by the Cooper Foundation Theater chain, the Colorado Theatre opened among much fanfare on Friday evening May 17, 1957. The Rogers and Hammerstein musical *Oklahoma*, starring Gordon MacRae, Shirley Jones, and Gloria Grahame, was selected as the premier film. As reported by the *Greeley Tribune*, the movie was presented in "technicolor," and was "chosen as the venue's first film to demonstrate the brilliance of the giant cinemascope screen and the possibilities of the theater stereophonic sound and projection equipment." On the evening of the movie's debut, a giant klieg light flashed through the sky from in front of the building. Also in front of the building, the Greeley High School pep band provided musical entertainment as patrons entered the theater for the first time. Inside, prior to the movie, patrons were treated to a performance by Dean Bushnell's Orchestra, and to a brief ceremony honoring the theater's debut.

The Colorado Theatre existed here until 1973. The building then sat vacant for a couple of years, until the spring of 1975 when it was acquired by the University of Northern Colorado Foundation Inc. A private, non-profit, entity, the U. N. C. Foundation then leased the building to the U. N. C. School of Music. The building then underwent extensive renovation at that time. A large addition was built onto the front of the building, while the interior saw the construction of an acoustically designed stage, a

new lighting system, and new beige color paint, among other improvements. In subsequent years, the building has served as a music performance and recital venue.

36. Sources of information:

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

Newspaper Articles (arranged chronologically)

“Ceremony Opens Colo. Theater Friday Night.” *Greeley Tribune*, May 18, 1957. (Article in clipping file at City of Greeley Museum Archives.)

City of Greeley Building Permit “Inspection Record” files.

“First to Enter Theater.” *Greeley Tribune*, May 22, 1957. (Article in clipping file at City of Greeley Museum Archives.)

“UNC Foundation Buys Old Colorado Theater.” *Greeley Tribune*, May 15, 1975, p. 1. (Article in clipping file at City of Greeley Museum Archives.)

“Former Colorado Theater Readied for Music School.” *Greeley Tribune*, May 20, 1975. (Article in clipping file at City of Greeley Museum Archives.)

“UNC Musicians Find a Home.” *Greeley Tribune*, January 6, 1976, p. 6. (Article in clipping file at City of Greeley Museum Archives.)

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).

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: **Commerce Entertainment / Recreation**

40. Period of significance: **1957 (architectural), 1957-1966 (historical)**

41. Level of significance: **Local**

42. Statement of significance:

This building is historically significant, under the themes of Commerce and Entertainment / Recreation, for its original use as the Colorado Theatre between 1957 and 1975. Due to a substantial loss of integrity, however, the building may be considered ineligible for inclusion in the National and State Registers, and ineligible for listing in the Greeley Historic Register.

43. Assessment of historic physical integrity related to significance:

This property displays a below average 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. The building was substantially remodeled in 1975 when it was converted from the Colorado Theatre, a movie venue, into the U. N. C. Foundation Hall, a music performance venue. A sense of time and place relative to how it appeared when it was the Colorado Theatre no longer remains intact.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

44. National Register eligibility assessment: **Not Individually Eligible**
State Register eligibility assessment: **Not Individually Eligible**
Local Landmark eligibility assessment: **Not 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 #2; Images 42-47**

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): **November 30, 2015**

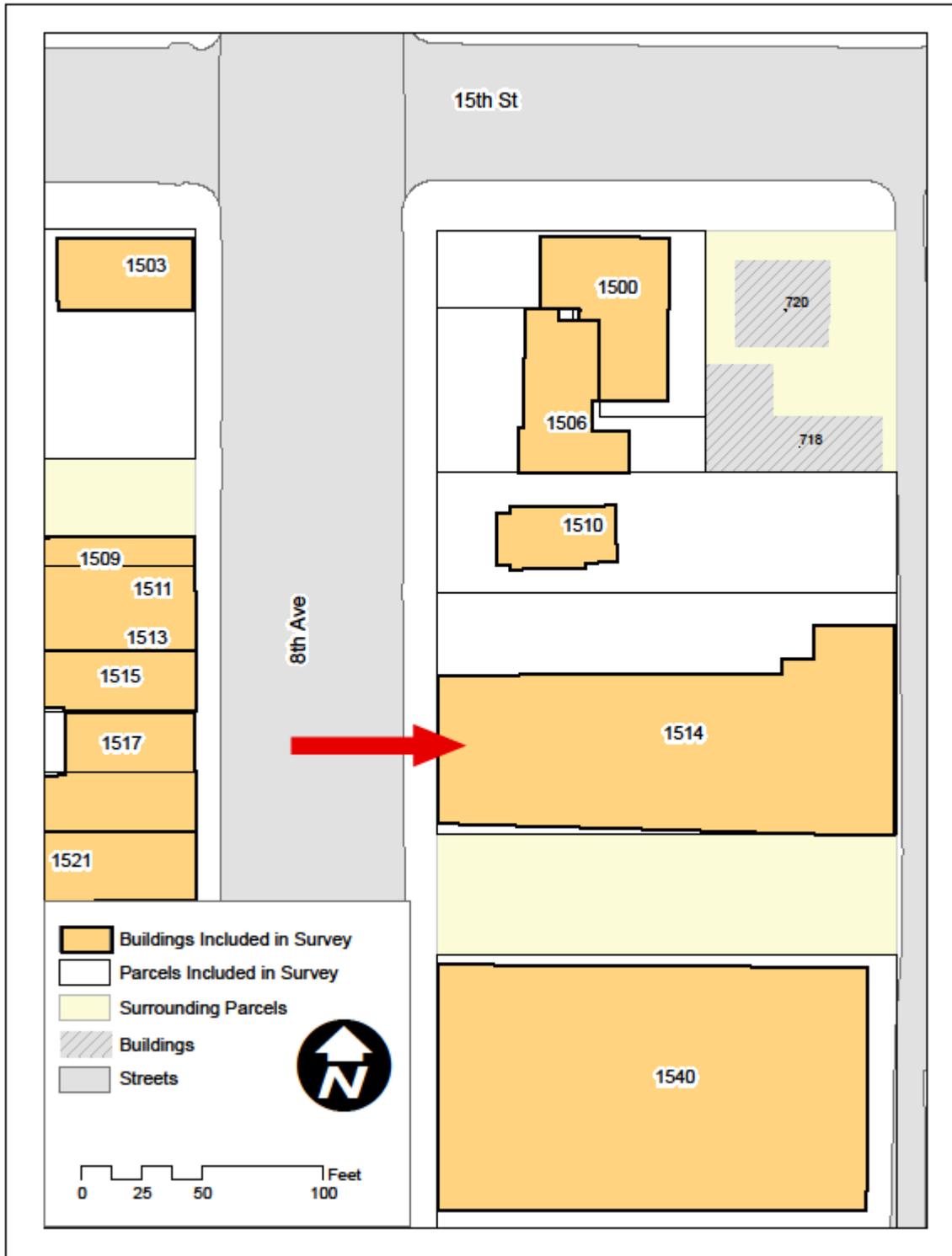
50. Recorder(s): **Carl McWilliams, Karen McWilliams**

51. Organization: **Cultural Resource Historians**

52. Address: **1607 Dogwood Court, Fort Collins, CO 80525**

53. Phone number(s): **(970) 493-5270**

Sketch Map





CD 2, Image 42, View to SE of façade (west) and north side



CD 2, Image 43, View to east of façade (west)



CD 2, Image 44, View to NE of south side



CD 2, Image 45, View to NW of south side and of rear (east)



CD 2, Image 46, View to SSW of rear (east) and of north side



CD 2, Image 47, View to SW of north side