



**DESIGN GUIDELINES
FOR
DOWNTOWN GREELEY**

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CITY OF GREELEY
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Many of the photographs used to illustrate this document are historic photos from the **City of Greeley Museums'** collection. This wonderful resource made a great contribution to the project. The museum's *Historic Background - Greeley, Colorado: Agricultural Mecca of the West* was the basis for the section on Greeley's history.

Technical preservation information and publications may be downloaded from the National Park Service web-site at <http://www2.cr.nps.gov/tps/index.htm>.

Additional information that will assist owners of historic properties is available from the Office of Archaeology and Historic Preservations web-site at <http://coloradohistory-oahp.org/>.

Cover Photograph:

A Firemen's Tournament and Bicycle Parade on 8th Street Between 8th and 9th Avenues - 1902
Hazel E. Johnson Collection - City of Greeley Museums

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Ice Men's Convention - Corner of 9th Avenue and 10th Street
Source: City of Greeley Museums Permanent Collection

INTRODUCTION

The City of Greeley has had a long and prosperous history since its establishment as the Union Colony in 1870. It has been the center of commerce and culture for a large agricultural region, drawing patrons to its businesses and civic activities from the greater surrounding area. Because of its role as a center of commerce and culture, Greeley has continued to grow and change with the times. Greeley of today has typical late 20th century suburban development standing beside remnants of the late 19th and early 20th century agricultural development that characterized Greeley's early history.

While Greeley has continued to act as an economic center in northeastern Colorado, it is facing many of the same conditions that have impacted communities across the country. New strip commercial development on the periphery of

the community is siphoning off the economic lifeblood of the traditional downtown, with the typical result that the downtown is struggling to keep businesses and to maintain the physical fabric of the area.

An Action Plan

Recognizing that this process can be a downward spiral culminating in a blighted downtown with vacant buildings, the city has taken action. A Downtown Greeley Taskforce was formed to create an economic development program for the Greeley central business district. A Downtown Development Authority (DDA) was established and a Plan of Development was approved. In May of 1999, the DDA commissioned a study to appraise the downtown's assets and liabilities, to identify options for the future in light of regional market realities, and to devise a course of action for the downtown.

The study, titled *A Plan and Strategy for Revitalizing Downtown Greeley, Colorado*, identified Greeley's historic downtown buildings and historic character as an important asset. This asset has been a key to the revitalization of many failing downtowns around the country, and the DDA and the City of Greeley are beginning a revitalization process that will build on the historic buildings and character of the downtown.

Main Street Program

As an important step in revitalizing the downtown, Greeley has become a Main Street community, a program that is administered by the Colorado Community Revitalization Association. The national Main Street Program was started in 1980, with the intent of preserving historic commercial architecture. This program has become a powerful economic development tool through its focus on historic preservation and retaining community character. A few accomplishments

Since 1980, the National Main Street Center has been working with communities across the nation to revitalize their historic or traditional commercial areas. Based in historic preservation, the Main Street approach was developed to save historic commercial architecture and the fabric of American communities' built environment, but has become a powerful economic development tool as well.

www.mainst.org

of the Main Street Program include:

- \$15.2 Billion - public and private reinvestment in Main Street program communities
- \$9,302,000 - average reinvestment per community
- 52,000 - number of net new businesses generated
- 206,000 - number of net new jobs generated

(For more information on the Main Street Program see www.mainstreet.org)

Important aspects of revitalization of historic downtowns are the identification of significant historic buildings and areas of historic buildings, and the protection of those buildings and areas. In January of 2001, the DDA and the City of Greeley began a *Historic Buildings Survey* project and a *Downtown Design Guidelines* project for this purpose.

Historic Buildings Survey

The *Historic Buildings Survey* documents and evaluates the historic downtown buildings, determining the historic and architectural significance through this process. Properties are identified that may be eligible for listing in the National Register of Historic Places, a national recognition of our most important historic resources. Potential National Register-eligible historic districts are noted where there are groups of important historic buildings. Areas with concentrations of historic resources that for one reason or another do not qualify for listing in the National Register may be designated as local historic districts by the community. Historic districts can be very important to downtown revitalization, since they can bring important financial incentives, attract visitors and local citizens, and almost always result in increased property values.

Design Guidelines

Design guidelines help provide protection for historic resources by making recommendations about how improvements should be undertaken in order to preserve the historic character of the building or area. They are developed by identifying character-giving elements of a historic area, such as predominant setbacks, building heights, widths, proportions, materials, etc. Guidelines are created for each element, and along with graphic illustrations, are published for the use of property owners, review bodies, downtown organizations, city staff, and local citizens. These are the design goals for this project, and the design guidelines will meet the needs of property owners and the Greeley Historic Preservation Commission in the design and review of projects in the designated historic area.



Replacing an Early Wood Water Main
Source: City of Greeley Museums Hazel E. Johnson Collection

GREELEY HISTORY

Many thousands of years ago, the area that would become Greeley was home to many of the large mammals that attracted the earliest human hunters. As these large mammals became extinct, hunters shifted to smaller game and foraging, and by 1000 BC, inhabitants who were descended from eastern Woodlands ancestors brought the bow and arrow and the use of pottery to the area.

Early Inhabitants

Apache groups occupied eastern Colorado between 1500 and 1700, and became the first hunters to use horses, which they obtained during the 1600s. The Apaches were pushed to the south by the appearance of the Comanches and the Utes, who were subsequently pushed southward by the Cheyenne and Arapaho tribes.

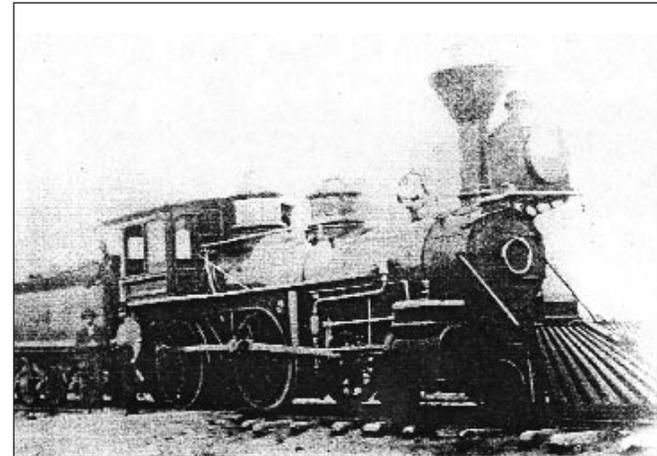
The Cheyenne and Arapaho were the dominant Native Americans in northeastern Colorado by 1800, and interacted with the occupants of the fur trading posts of Ft. Lupton, Ft. Jackson, Ft. St. Vrain and Ft. Vasquez that were established along the South Platte River near the area that would become Greeley. After the decline of the fur trade, the Native American population was decimated by diseases such as smallpox, spread by contact with emigrants from the east.

Although the Treaty of Ft. Laramie designated the area east of the mountains and between the Arkansas and North Platte Rivers as territory of the Cheyenne and Arapaho in 1851, steady migration of Anglo emigrants resulted in a renegotiation of their territory in 1861. The Treaty of Ft. Wise left the tribes with a triangular parcel of land on the lower Arkansas River, and unsuccessfully attempted to direct them toward a more settled, agricultural way of life.

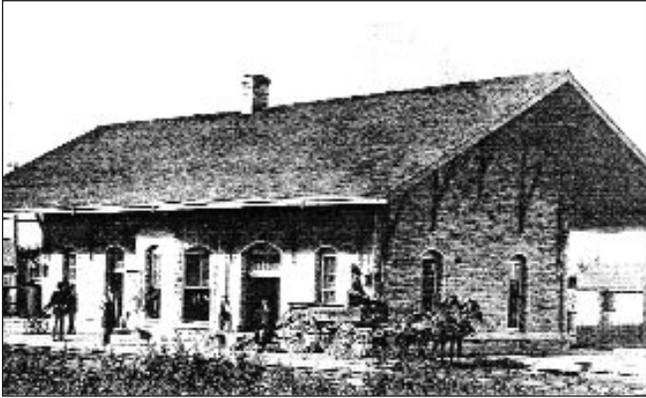
As stage stations and ranching spread west along the South Platte, inevitable conflicts arose from intensifying competition for the area's resources. The Sand Creek Massacre in 1864 led to a flurry of attacks on stage stations and ranches; however, by October of 1865, the Cheyenne and Arapaho had ceded claims to their lands and were relocated to a reservation in Oklahoma. This effectively opened the area to settlement.

Nathan Meeker and the Union Colony

The development of the railroads in northeastern Colorado undoubtedly had an important influence on the establishment of Greeley. A group of Denver businessmen privately financed a rail link between Denver and the Union Pacific in Cheyenne to the north, known as the Denver-Pacific Railroad. Both railroad and telegraph companies were granted lands along their lines as part of the Homestead Act of 1862, and the Denver investors intended to recover their investment by selling land to settlers. When Nathan Meeker visited Denver in his



Denver Pacific Train - circa 1871
Source: City of Greeley Museums - Permanent Collection



Union Pacific Depot - 1930's
Source: City of Greeley Museums - Permanent Collection

search for a location for the new colony he planned to establish, the opportunity to purchase railroad land at the bargain cost of \$3.00 to \$3.50 per acre was too good to pass up.

The history of Greeley began with the founding of the Union Colony, a utopian agricultural community conceived of by Nathan Meeker, who was, at the time, the agricultural editor of the *New York Tribune*. He was supported in his ideas for a new colony by Horace Greeley, the publisher of the *Tribune*, for whom Greeley was named. Both men were intrigued by the ideas of Francois Fourier, a French Socialist reformer whose views for creating a better civilization through innovative economic and social reforms were eagerly taken up by American reformers, such as Horace Greeley, Nathaniel Hawthorne, Ralph Waldo Emerson and George Ripley.

Meeker's cooperative community failed due to lack of capital, swampy, poorly drained land, malaria and sanitation-related illnesses, and lack of cooperation among the members; however, when Meeker was presented with the opportunity to start a new community in the west, he had a much better understanding of the difficulties of achieving his utopian ideal, and revised his approach for the Union Colony.

Meeker secured 60,000 acres of land from the railroad, the government and from settlers who owned land in the vicinity. Because the annual rainfall was very limited, Meeker planned for irrigation by selecting land in the valley between the Cache la Poudre and South Platte Rivers. The plan for the town of Greeley envisioned a small community with wide tree-lined streets laid out on a traditional grid. Streets were to be 100 feet wide, with 660 residential lots ranging in size from 50 by 90 feet, to 200 by 190 feet, and 483 business lots of 25 by 115 feet and 25 by 190 feet. 81 lots were reserved for schools, churches, a town hall, court house, seminary and other public uses. All land surrounding the platted

town was auctioned in parcels of 10, 20, 40 and 80 acres. Money that was derived from the sale of these lands went to an improvement fund for parks, streets, schools, fence and irrigation.

Greeley was incorporated as a town on May 29, 1871. A three-member Board of Trustees appointed an Executive Committee, whose members were then elected annually by colonists who had paid their membership dues. The Executive Committee appointed committees of colonists that handled community matters, such as schools, streets, irrigation, etc. In 1877, Greeley won a struggle with the town of Evans to become the county seat, a critical factor in Greeley's subsequent role as the hub of commerce and government for the area.

1880's

By 1880, two of the colonies four proposed irrigation ditches were completed. The No. 3 Ditch provided irrigation water to the yards and gardens in town, and the No. 2 Ditch irrigated the farms to the north and east of town. The earliest commercial area was located on 8th Street between 8th and 9th Avenues. By 1879, it extended from the railroad tracks to the east, 9th Avenue to the west, and north and south from 7th to 9th Streets. The first commercial buildings were constructed of wood frame and adobe. Early industry included tanning of buffalo hides, a lumber mill and a flour mill. Trees and other plants were transported from the mountains to improve the town. The colony completed a fence around its lands to protect them from open range cattle, which was a limited success, at best.

The 1880's were a prosperous time, and Greeley developed quickly. Many fine homes were built during a boom in home construction. In addition to homes built by Greeley's most prosperous citizens, architectural pattern books and newspaper illustrations placed popular designs in the hands of middle class citizens.



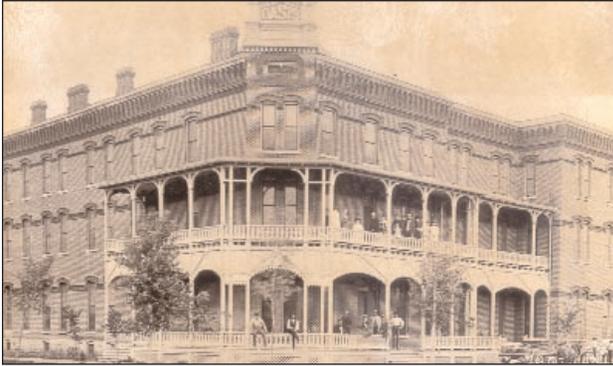
Greeley House - circa 1870's

Source: City of Greeley Museums - Permanent Collection



H.P. Heath Saddles and Harness - circa 1880's

Source: City of Greeley Museums - Hazel E. Johnson Collection



Oasis Hotel - 1882

Source: *City of Greeley Museums - Permanent Collection*



Opera House - 8th St. and 8th Ave - built in 1886, photo 1934

Source: *City of Greeley Museums - Permanent Collection*



Potato Day in Lincoln Park - photo circa 1895

Source: *City of Greeley Museums - Permanent Collection*

The Greeley Hotel was destroyed by a fire in 1880, and as a consequence, many business owners determined to replace their wood frame buildings with more fire-resistant brick. New buildings, such as the First National Bank, Union Bank and new hotel, were built of brick. In 1884, the Board of Trustees passed an ordinance changing the street names to the current numerical system, and mandated the addressing of buildings or lots.

The Greeley Board of Trade was organized to promote the business interests of Greeley and Weld County. By the end of the decade, agricultural businesses, such as irrigation pump manufacturer and pickling works, were becoming as important to the Greeley economy as agricultural products themselves.

In 1884, a brick courthouse was built on the block south of Lincoln Park, pure water was supplied by artesian wells, a mile of sewer was installed in 1885, by the end of 1886, electricity was in common use throughout the town, and in 1889, the Greeley Waterworks was built, allowing the installation of 50 fire hydrants for fire protection.

1890's

The optimism and prosperity of the 1880's was cooled in the 1890's due to a depression in 1892, the Panic of 1893, the following four year depression, and the repeal of the Sherman Silver Purchase Act, which strongly impacted the state, where silver mining was the most important industry.

Residential and commercial building was limited, and to a large extent, consisted of additions to and remodeling of existing buildings. There were many liens or foreclosures filed against buildings constructed in the boom of the 1880's. Installment payment plans for new houses were begun as an enticement to revitalize the housing market.

The important role education would play in Greeley began in the 1890's, with the beginning of construction of the new State Normal School. Overcrowding of the K-12 school resulted in the passing of a bond issue to build a new high school, which was completed in 1895.

Residential mail delivery was begun, more water pipes were laid in residential areas, streets were graded, boardwalks were being replaced by sandstone, and the City Council appropriated money for arc street lights to illuminate downtown streets from dusk to 1 am. The new electric light company declared bankruptcy, and telephone service began in 1893.

1900

The first decade of the 20th century in Greeley was marked by optimism. The country was emerging from the depression of the 1890's, and agriculture and its related businesses expanded, automobiles and street cars arrived, new businesses and neighborhoods were created, and a variety of civic buildings were constructed.

The expansion of irrigation in northeastern Colorado with more ditches and reservoirs allowed the cultivation of crops that required more water and longer growing seasons. One of these crops was sugar beets; however, production costs of sugar beets could not compete with cheap imported sugar. The Dingley Tariff Act, passed in 1897, was to prove very significant to agriculture in Greeley. This act levied high duty on imported sugar, thereby making it profitable for American farmers to raise sugar beets.

Colorado's first sugar processing factory opened in Grand Junction in 1899, and sugar factories came to various communities in northern Colorado in the first few years of the century. In 1905, the Great Western Sugar Company was established,



Greeley Mercantile Company - 701 7th Street - Photo 1913
Source: City of Greeley Museums - Permanent Collection

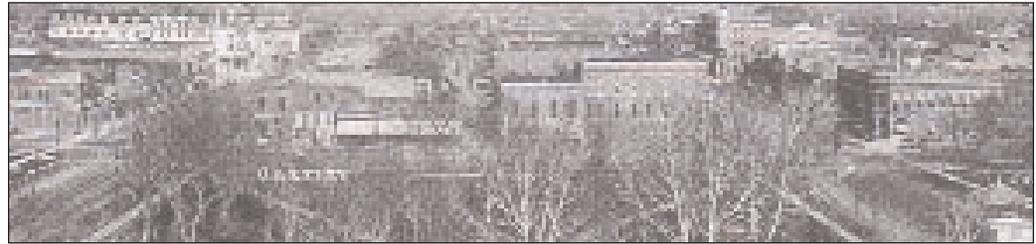


North 9th Avenue from 8th Street - photo circa 1909
Source: City of Greeley Museums - Permanent Collection

and rail lines constructed to connect its beet dumps and factories. The beet tops and pulp were used as feed for cattle and sheep, beginning the livestock feeding industry.

During this period, the Homestead Act was amended, increasing the amount of land available to individuals and shortening the time to establish residency. Claims to land in dryland farming areas increased dramatically.

Many of the local Greeley businesses had barely survived the 1890's. The beginning of the 20th century marked a turn for better, as many new businesses were started and buildings constructed. Merchants fixed up their stores to attract patrons to their businesses, since cars and trains allowed residents to shop in other locations.



Panoramic View of the Greeley Business District - circa 1910
Source: City of Greeley Museums - Permanent Collection

A wave of new immigrants was linked to expanded agriculture. The first were of Scandinavian descent, followed by German-Russians. These were Germans who had been recruited to establish communities in Russia by Catherine the Great; however, subsequent changes in government resulted in the loss of freedoms and privileges they had been granted. Along with drought and famine in Russia, this caused an exodus of Germans from the colonies they had established in Russia, and many of these people immigrated to the United States to acquire land through homesteading or from the railroads. Japanese and Mexican workers followed the German-Russians to work in the beet fields.

A new City Hall and fire station were built in 1907. Greeley was considering purchasing new fire fighting equipment and replacing its volunteer hose companies with hired professional fire fighters. Greeley turned down Andrew Carnegie's offer of a library, and instead raised money for a library through popular subscription. Residential building boomed in this time period, and new subdivisions were added to accommodate the demand for housing. Automobiles and an interurban line encouraged the rapid expansion of the physical area of the community. The Union Pacific was building two branch lines northeast of Greeley. In 1908, 40 miles of wooden pipe were laid for the gravity fed mountain water system.

During World War I, building in Greeley slowed, but the community was still prosperous. Sugar beets were taking over from potatoes as the crop of choice. Attracting enough labor for the expanding industry was difficult, and workers were recruited from as far as Texas. The Mexican Revolution in 1910 send many Mexican nationals north in search of work. By 1917, a beet harvesting machine had been invented, but manual harvesting continued for the nest 40 to 50 years. Greeley embraced the automobile, and according to the *Greeley Tribune*, by 1910 was recognized as one of the best automobile towns in the state. The businesses that were needed to service the automobiles began to spring up on "Motor Row", along 8th Avenue between 5th and 16th Streets. The steel Welcome Arch was added by downtown developer D. A. Camfield to the mid-block of 8th Avenue between 6th and 7th Streets.

The State Normal School became the Colorado Teachers College and building of the campus continued. Overcrowding in schools was relieved by the construction of several new school buildings. After years of renting space, a neoclassical style post office was built in 1913, at the northeast corner of 8th Avenue and 8th Street. In 1915, the brick courthouse was demolished, and in its place a neoclassical style courthouse designed by Denver architect William N. Bowman was erected.



8th Avenue Looking North - 1929

Source: *City of Greeley Museums - Permanent Collection*



1911 Welcome Arch - 8th Avenue at 7th Street

Source: *City of Greeley Museums - Hazel E. Johnson Collection*



United States Post Office - 8th Avenue and 8th Street - circa 1915

Source: *City of Greeley Museums - Permanent Collection*



Weld County Courthouse - 9th Avenue and 9th Street - built 1915
Source: City of Greeley Museums - Permanent Collection



McArthur Hardware Company - 808 8th Street - photo 1920
Source: City of Greeley Museums - Hazel E. Johnson Collection

Residential building continued throughout the city, with the bungalow style a very popular choice.

1920's

The 1920's saw prosperity in agriculture, with Colorado producing 25 percent of the country's sugar. Paved streets came to the commercial district. A "shop at home" campaign by Greeley's Better Business Committee encouraged Greeley residents to spend their money in Greeley, rather than through mail order, peddlers, or in other cities.

Schools again became so overcrowded that several new school buildings were constructed. Building at the State Teacher's College continued, and the institution was ranked as fifth best in the country. As was true of many areas of Colorado at this time, Greeley had strong and active Ku Klux Klan, whose members sought political control through local governments.



8th Street - circa 1929
Source: City of Greeley Museums - Permanent Collection

Nationwide, the redesign of cities was a focus of attention, both for aesthetic reasons and to ensure ordered growth. As the City Beautiful movement took hold

in Denver, being championed by Mayor Robert Speer, Greeley took note of the transformation. Following Denver’s lead, in 1929 Greeley adopted a zoning ordinance for the city, prepared by Saco DeBoer, a leading planner and landscape architect, who is known for his work in the city of Denver. His plan created zones for residential, commercial and industrial uses, proposed parkways with greenbelts, specified building setbacks and parking lots, and illustrated an “ideal” design for a commercial structure with related parking.

1930’s

During the Great Depression of the 1930’s, the impact of wet and dry cycles on agriculture resulted in strong regional support for the federally-funded Colorado-Big Thompson Project, which constructed tunnels and reservoirs to divert and hold western slope water for use in northern Colorado. Soft coal mines were opened in Weld County, finding a good market among those who had to stretch their money during the depression.

The teachers college was renamed the Colorado State College of Education, and building continued. A number of projects by the Works Progress Administration (WPA) were completed, including the pavilion at Glenmere Park, improvements to the fair grounds at Island Grove Park, painting of buildings at the college, and the construction of a new school.

1940’s

During the war years of the 1940’s, agricultural labor was scarce, and the Bracero Program enabled many more Hispanic people to come to the area. Food and material rationing during the war limited all types of construction that didn’t assist the war effort. Following the war, residential building rebounded strongly, with small ranch style tract houses for returning veterans.



8th Street Looking South

Source: City of Greeley Museums - Permanent Collection



Chevrolet Dealership - 721-723 10th Street - 1937

Source: City of Greeley Museums - Permanent Collection



Greeley Union Pacific Depot - 902 7th Avenue - photo 1930’s

Source: City of Greeley Museums - Permanent Collection



Aerial View of Greeley - circa 1942

Source: City of Greeley Museums - Permanent Collection

1950's

As late as 1950, most of Greeley's historic fabric remained intact. As economic activity began to build after the war, new businesses and industries were recruited to the region, and new housing subdivisions, schools, churches, parks, and shopping areas significantly changed the character of the city. A new zoning plan was completed for the city and an area three miles beyond the city limits. Development required building and zoning permits and inspections both inside and outside the city. Increased building fees were devoted to purchasing new park land. A planning commission was established, and a master street plan was completed. Long range improvements were made to the water and sewer system, to the traffic system and to recreational facilities.

Modern Greeley

Greeley adopted a home rule charter for its municipal government, and was the first city in the country to create a department of culture to coordinate the cultural activities of the museum, library, recreation and adult education. The nearly 100 year old ban on sale of alcohol was lifted. Monfort built a meat

packing plant adjacent to its feedlots, creating jobs and an aroma that prompted moving the facility 15 miles east of Greeley in 1974.

The construction of the Greeley Mall made a major impact on Greeley's downtown, and efforts to revitalize the original commercial area have continued to the present day. Urban renewal created two downtown pedestrian malls that have had mixed results, there have been ongoing efforts to attract new businesses, and most recently, the preservation and enhancement of historic buildings is part of a new economic revitalization effort by the city and the downtown merchants and property owners.

While Meeker's vision for his new colony did not last much beyond the first generation of settlers, his implementation of scientific farming and irrigation techniques created one of the most productive agricultural areas in the country—a semi-arid region once known to the rest of the country as the Great American Desert. Greeley's successful beginning as a colony inspired the establishment of other communities in the area, including Ft. Collins, Brush, Ft. Morgan, Sterling, Wellington, Colorado Springs, Evans and Longmont. Meeker's social ideals never took root in the same way his agricultural and town building ideals did, but his efforts spurred the settlement of much of what is now northeastern Colorado.

Sources for the Greeley History section include:

Historic Background; Greeley Colorado: Agricultural Mecca of the West, by the Greeley Museum.

A History: Greeley and the Union Colony of Colorado, by David Boyd.

Colorado: Heritage of the Highest State

Greeley and Weld County; A Pictorial History, by John Dugan

A Colorado History, by Carl Ubelode

The New Empire of the Rockies; A History of Northeast Colorado, by Steven Mehls



4th of July Parade on Main St - 8th Street between 8th and 9th Avenues - 1902
Source: City of Greeley Museums - Hazel E. Johnson Collection



Shaw Dry Goods - 808 8th Street - photo early 20th century
Source: City of Greeley Museums - Hazel E. Johnson Collection

PROTECTING AND PRESERVING GREELEY'S HISTORIC DOWNTOWN

Why Preservation is Important

Municipal government plays an important role in local communities, for example by protecting the safety and well-being of citizens. This is usually done through services such as fire and police protection, schools, utilities, zoning, streets, libraries and parks, among others. More and more communities are recognizing that preserving and protecting their historic resources is another very important responsibility of government. These resources not only provide a record of the development and history of a community, but are often an economic asset that can act as a catalyst for tourism and economic revitalization.

During its history, downtown Greeley has been the heart of the larger community. In a compact area, there is industrial development related to agriculture and the railroad, commercial development of retail stores and offices above, civic development including government and law at the city and county level, and a large park. As is true in many U.S. cities, much of today's commerce has located in new commercial areas. While many of the original downtown buildings have been changed or demolished over time, enough of the early buildings and development pattern remain to preserve a sense of the historic character of the downtown — that this has been and continues to be the center of the community.

The historic character of the downtown is a link to Greeley's unusual past as one of Colorado's few successful colony settlements, and as an important urban center to the surrounding agricultural area. Recognition of Greeley's historical significance can be a source of great civic pride that contributes to a valuable sense of community. Preservation and revitalization can make the historic downtown benefit all Greeley citizens.

Methods of Preservation

There are a variety of methods that can be used to protect and preserve the historic buildings and character of an area. These methods include such actions as:

- Identifying the resources. This is of primary importance, since the obvious history and significance of buildings may be obscured by the passing of time.
- Ensuring that physical changes to buildings and streets protect the historic character rather than detract from it. This is usually accom-



Chief Theater - 706 8th Avenue - 1934
Source: City of Greeley Museums - Permanent Collection



White Truck and Road Grader - Photo circa 1920
Source: City of Greeley Museums - Permanent Collection

plished by a design review process.

- Developing regulations. This is a common way to make sure that changes to historic buildings and areas further the preservation goals of the community.
- Using incentives rather than regulation to encourage preservation without requiring it. This is a strategy adopted by some communities.
- Using a combination of regulation and incentives. This is also a common approach and it acknowledges that the property owner is giving something to the larger community by preserving his or her property.
- Targeting public investment in improving the streets and pedestrian areas of a historic downtown. This is a way to increase attractiveness and functionality, which in turn, attracts better businesses, more patrons and improvements to historic buildings.
- Developing strategies for attracting new businesses to improve the quantity and quality of economic activity. This can encourage the use of historic buildings and preservation of the historic character of the downtown.



French's Shoe Store - Photo circa 1870's
Source: City of Greeley Museums - Hazel E. Johnson Collection



North on 8th Avenue from 9th Street
Source: City of Greeley Museums - Hazel E. Johnson Collection

Recognition of Historic Resources

Identification - A *Historic Buildings Survey* is the most effective way to identify a community's historic resources. This type of survey evaluates each building within a defined area for its historic and architectural significance. Communities

usually have a mix of historic buildings that illustrate development over time. Some buildings are grand in their architecture, some are associated with important people and/or events in the community and some are not noteworthy individually but contribute to the historic character of the area. Historic buildings may stand alone, or may be part of a group of similar buildings in an area.

City and County records, Sanborn fire insurance maps, city directories, the local historical society and city histories, historic photographs from many sources, and records and recollections of local citizens are all important sources of information for a *Historic Buildings Survey*. The final result of the survey is that significant buildings are identified, as well as areas of relatively unchanged historic buildings that may be eligible to be designated as a historic district

Integrity - Many historic buildings and areas have been changed over time. Some changes have left the essential historic elements intact, others have changed the building or area so greatly that there is no visible remnant of the original character. Downtown Greeley has both these situations. The extent of changes to a building or area over time determines the degree of integrity, which is an important aspect of determining the significance of a historic building or area.

Period of Significance - Historic buildings and areas have a period of significance, which is the time period in which the property or area gained its historical, architectural or geographical importance. The survey will identify the period of significance of historic buildings, or of a potential historic district. This can assist in determining what changes can be made without damaging the integrity of the historic resource.

Historic Districts



Camfield Court Building - 8th Avenue and 7th Street - built in 1911
Source: City of Greeley Museums - Permanent Collection



Camfield Court Building in 2002



Greeley Tribune - 714 8th Street - built in 1928



Greeley Tribune Building in 2002

Designation of historic areas as districts can be an important way to preserve historic resources in a community. By directing design review, incentives and public improvements to a historic area, preservation activity can be encouraged. The resulting improvement of the quality of the targeted area attracts new life and interest, and further improvements and preservation activity. Property values increase, and in commercial areas, economic activity increases. And, important historic areas and resources are preserved.

Contributing/Non-contributing Buildings - When evaluating a potential historic district, individual historic buildings are determined to be contributing (generally more than 50 years old and retaining most of the original detail and material) or non-contributing (generally less than 50 years old, or older than 50 years but changed so much over time that there is little remaining of the original details and materials). A historic district is delineated to include as many contributing buildings as possible, while excluding non-contributing buildings, if possible. The designation as contributing or non-contributing also has implications for federal and state historic preservation tax credit programs, with contributing buildings generally qualifying for the programs.

There are three potential designations of historic districts:

National Register of Historic Places - If the *Historic Buildings Survey* reveals a predominance of relatively unchanged buildings older than 50 years, the area may be eligible for listing in the National Register of Historic Places. This is a prestigious recognition, but in and of itself, places no control over properties in the designated area.

Colorado State Register of Historic Places - Based on the same criteria as the National Register, a historic area may be listed in the Colorado State Register of Historic Places. This also recognizes the importance of a historical resource, but

places no controls over properties in the designated area.

Local Historic District - Control over changes to a community's historic resources lie primarily with the local government. A local government may designate an area as a local historic district, based on a historic preservation ordinance, and regulate changes through a historic review process. It may control changes to properties in a National Register Historic District through a local land use and planning process, or devise incentives that encourage preservation of buildings in a historic district designated in any of these three ways. Greeley has already established a local historic preservation ordinance/designation/review process. Criteria for designation of a local Greeley historic district include:

- 1) An area that exemplifies or reflects the particular cultural, political, economic or social history of the community;
- 2) An area identified with historical personages, groups or which represents important events in national, state or local history;
- 3) An area that embodies distinguishing characteristics of an architectural type or style inherently valuable for the study of a period, method of construction or of indigenous materials or craftsmanship;
- 4) An area that due to its unique location or singular characteristics represents established and familiar visual features of the neighborhood, community or city; or,
- 5) An area that is representative of a master builder, designer or architect whose individual ability has been recognized.

INCENTIVES FOR HISTORIC PRESERVATION

Incentives for historic preservation can be used in two ways: as an encouragement to property owners to preserve their historic buildings; and, as some compensation to owners of historic properties for any extra burden that a regulatory process may place on them.

Incentives as encouragement to preserve are most often used by communities that do not have in place any regulatory process to preserve historic buildings, but recognize the importance of preservation of the community heritage.

Incentives as compensation are more frequently used by communities that have a historic preservation regulatory structure in place, but wish to acknowledge that the property owner may be more restricted in using his or her property.

Multiple purposes can be served by preserving a community's historic resources. Goals such as downtown revitalization, residential neighborhood preservation, and preservation of the community heritage can all be achieved through historic preservation activities. A community may focus on one or more of these goals to make a better place to live for all of its citizens; however, at the heart of providing incentives is the recognition of the contribution a property owner is making to the larger community when choosing preservation of a historic property.

Types of Incentives

Financial - Financial incentives are most meaningful in encouraging property owners to preserve historic buildings, and financial incentives can be provided in a variety of ways. One of the most successful financial incentives for preser-



vation of commercial properties were federal tax credits established by the Economic Recovery Act of 1981. The Tax Reform Act of 1986 significantly changed the provisions that made historic preservation an attractive option, and such investment declined greatly in subsequent years; however, federal investment tax credits are still a viable and important incentive to owners of eligible income-producing properties.

State and local governments have developed incentive programs to replace the federal tax credits that were so successful. The State of Colorado offers a tax credit program that applies to a broader range of historic properties than the federal program does, including both residential and commercial projects. Some state and local governments offer property tax relief as an incentive; however, waivers of property tax are not allowed in Colorado. Some local Colorado governments have successfully used rebates of sales taxes on construction materials for historic preservation projects, and many communities have grant programs and low-interest loan programs.

Building Code - There are non-financial incentives that can have a positive financial impact on historic preservation projects. The *Uniform Code for Building Conservation* is an alternative to the *Uniform Building Code*, the building code adopted by many western cities, including Greeley. The *Uniform Code for Building Conservation* provides building officials with different ways for historic buildings to meet the requirements of public safety. Greeley building officials refer to the *Uniform Code for Building Conservation* and are discussing its adoption. A new form of similar code, called “Smart Codes” also propose alternative methods of evaluating and regulating historic buildings. A growing number of jurisdictions are adopting these codes. This can be financially beneficial because it can be difficult and expensive to make historic buildings conform to standards that were developed for new buildings.

Conforming with contemporary building codes has sometimes been very destructive of the historic buildings themselves, including damaging the very elements of the historic building that gives it significance. The *Uniform Building Code* requires building officials to use their best judgment regarding the safety of using alternative ways of meeting code requirements. Relatively few building officials have enough experience with historic construction to be willing to make such judgments regarding safety. The *Uniform Code of Building Conservation* is based on extensive testing of historic building materials and construction assemblies, and its adoption can mean that less expensive and less damaging design can become routine.

Public Improvements - Local governments may invest in improvements to a historic area, such as street and sidewalk improvements, pedestrian malls, plazas and parks, street lighting, benches, planters, signs, etc. These improvements make an area more attractive to potential patrons of businesses, and additional business patronage and economic activity increases the ability of property owners to invest in their historic buildings. In this way, public improvements can act as a catalyst for general improvement of a historic area. In some cases, entities such as urban renewal authorities or business improvement districts plan and fund the public improvements.

Historic District and Historic Overlay Zones - In many cases, formal designation of an area as a historic district is a way to target public improvements, and also a way to provide property owners with the greatest access to financial incentives such as tax credits, sales tax rebates, and grant and loan funds. The Colorado Historical Fund offers grants from gaming funds for historic district projects such as walking tours, sign programs, facade improvements or preservation of important landmark buildings. Awards of grants from this fund for “hammer and nails” projects are only made to individually-designated historic landmarks, or to properties considered contributing to a designated historic district.

The Greeley Downtown Development Authority has applied for the designation of a local downtown historic district. If designated, the Greeley Historic Preservation Commission would review new buildings and alterations to exteriors of buildings in the historic district.

If a community does not desire to formally designate an area as a historic district, an overlay zone that recognizes the importance of historic development in that area can be created. Public improvements and other local incentives may be targeted to this area. Alterations and new buildings may be reviewed for historic appropriateness as a criteria for approval of the project through a standard development review process.

Downtown Greeley Incentives

At the present time Greeley has several local incentives for preserving historic downtown properties. The City and/or the Greeley Downtown Urban Renewal Authority may add incentives to this list as funding becomes available.

- Low interest City loan pool.
- Matching funds for streetscaping on historic property.
- Refund of City building permit fees for exterior restoration, preservation and rehabilitation.
- Section 104(f) of the Uniform Building Code allows Building Inspectors to approve alternative ways of meeting building code requirements to protect the integrity of historic buildings.

- Alternative ways of conforming to the requirements of the Americans With Disabilities Act (ADA) are available for buildings that are certified as historic.

For more information on how to qualify for these incentives, contact the City of Greeley Historic Preservation Specialist at (970) 350-9222.

PLANNING A HISTORIC BUILDING PROJECT IN DOWNTOWN GREELEY

Becoming familiar with some of the general principles of historic preservation can make it much easier to plan and design a project that will preserve the historic building and the character of the historic area. There are several approaches to treating historic buildings, including Restoration, Rehabilitation, and Preservation. Since most buildings in downtown Greeley have been changed to some extent over time, the most common approach will likely be rehabilitation.

General Principles of Historic Preservation

Restoration - Restoration reproduces the appearance of a building as it looked at a particular moment in time, based on historical documentation such as photographs, building plans, descriptions or physical evidence. Many historic building projects use restoration selectively for building elements or details that are particularly significant to the historic character of the structure.

Rehabilitation - Rehabilitation returns a property to a condition that makes contemporary use possible, while still preserving materials, features, and characteristics of the property that give it historical, architectural and/or geographical significance.

Some examples of features that characterize a historic building include:

- Proportion of height to width to length of building — generally, historic commercial buildings are tall, narrow and deep.

PRESERVATION

information

One in a series of Historic Preservation Information Booklets

**Basic
Preservation
Procedures**

How do we accomplish the job of historic preservation? What basic tools, procedures, laws, resources, and regulations help preserve the historic resources in our communities? Where can we go for financial assistance, technical advice, or helpful publications? This information booklet covers four basic subjects that have to do with the business of preservation: forming a preservation organization, surveying historic resources, legal and financial tools, and raising money. The material is presented in a way that will help you to explore these topics in greater depth.

To restore a historic neighborhood in the Lower Garden District, the Conservation Resource Center of New Orleans launched Operation Cathedral and provided some financing for the purchase and restoration of vacant houses in the district.



What is Preservation?

Why should we bother to preserve historic churches, schools, burial grounds, hamlets, or neighborhoods in the first place? The following excerpt from an essay by Samuel Hays of the National Trust for Historic Preservation discusses why we should preserve and why so many historic individuals across the country spend time and money to preserve their communities' heritage.

Preservation describes a simple activity that all of us engage in every day — and for some very simple reasons. We preserve something because it's good to look at, because it works, because it links us with a past that we need to re-remember.

Preservationists seek to preserve more than a single building, it's a whole community. And it's a tough job, too, particularly for those who come from communities that are not like New Orleans or Charleston or Boston or San Francisco. The fact is many of us come from places that most people here never heard of. And another fact is those "old-timey" places are extremely worth preserving.

Recently we have begun to realize that our interpretation of the past has become more important. It's not just in politics and war, but in psychology and the culture, and preservation attention to the broad and ordinary flow of existence.



National Trust for Historic Preservation

DESIGN GUIDELINES FOR DOWNTOWN GREELEY

29

- Form of the roof — historic commercial buildings have flat roofs, while historic residences have sloped roofs
- Size, location and arrangement of window and door openings — historic commercial buildings have a fairly standard size and arrangement of window and door openings that creates a strong, repetitive pattern
- Doors and Windows — large double-hung wood frame windows are typical of the upper floors (second and higher) of historic commercial buildings. Doors are wood frame with large glass areas
- Details — for example, a railing that is 36 inches high rather than 42 inches, as is required today, or trim that is 2 to 3 inches wide, rather than 4 to 5 inches.

Historic buildings in downtowns have frequently been modernized over time, and such changes may have altered the historic character of both the building and the area. Common changes have been new facades over the original faces of buildings, and blocking up windows or changing their size. Rehabilitation that reverses these changes with sensitivity may help restore the original historic character. Some changes to historic buildings may be over 50 years old, and may have become historically significant themselves, making them worthy of preservation. The *Historic Buildings Survey* record for a specific downtown building will note changes that are of historical significance.

Adding historic architectural details that were not part of the original building or that were not commonly used in downtown Greeley can be as damaging as destroying original details. Historic photographs that document the earliest appearance of the building and the area in which it is located can be used for guidance in altering a building that has been changed over time. It should be



8th Street and 9th Avenue. Today this street is the 8th Street Plaza from 1908 album

Source: *City of Greeley Museums - Permanent Collection*



9th Street Plaza in 2002



Bernstein's menswear store on the south side of 8th Street
Source: City of Greeley Museums - Permanent Collection



A new version of a historic building. It fits into the historic area, yet it is recognizable as being contemporary.

noted that downtown Greeley has historic buildings representing architectural styles from the first half of the twentieth century. While the design guidelines give general guidance for alterations and new buildings, the particular elements of architectural styles should be preserved. For example, turn-of-the-century Victorian style building ornamentation should not be used for an Art Deco style building from the 1930's.

There are contemporary architectural features that are inappropriate for use on historic buildings because their character is so different that they appear out of place. Examples of such features include "picture windows", ornamental "wrought iron", and sliding glass doors. The use of modern architectural details on historic buildings should be carefully evaluated using the design guidelines as a basis.

Preservation - Preservation means actions intended to sustain the existing form, materials, details, and setting of a building or structure adequately to ensure its ongoing or future use. This may include initial stabilization and repair measures intended to limit damage to the historic structure. This type of repair typically includes roofing and gutters, structural shoring and/or repair, repair of windows and doors, and directing drainage away from the structure. It may include simple maintenance of the historic building materials, such as painting wood and pointing of masonry, and it may include removal of more recent elements and materials that cover the original building.

Technical Preservation - Deterioration of building materials may seem to be more of a threat to a building than is actually the case, and an owner may be advised that preservation is not economically feasible. A preservation expert may know that deterioration is caused by something that can be reasonably fixed. For example, what may be seen as building settlement due to a failing foundation, may in fact be a change in soil bearing capacity related to poor

control of roof drainage. Roof drainage can be easily controlled, while repairing a failing foundation can be difficult and expensive. An evaluation by a preservation expert may save many times its cost and help preserve a valuable historic building.

Reconstruction - Although reconstructing historic buildings that no longer exist can make a more complete picture of a historic area, it is not the original building and could mislead future generations. Most downtowns have changed significantly, and precise documentation of early buildings is rare, making an accurate reconstruction very unlikely. Designing a new building that is compatible with the historic character of the area is a better alternative.

New Buildings - New buildings in historic areas should be compatible with existing historic buildings and development patterns, but should not exactly imitate early styles or details. This is an important principle of historic preservation, but there is no clear line between what is an imitation of an earlier time period and what is too contemporary to be compatible with the existing historic character. Simplicity is an important aspect of contemporary design and materials, and when the elements that give historic buildings their character are incorporated in today's architecture, simplicity can go a long way toward creating compatible buildings. Examples of contemporary expressions of historic elements could include simple brick detailing of the cornice, plain stone or brick detailing of window heads, simple detailing of the storefront that incorporates the characteristic height and glass arrangement, and use of brick as a building material, matching the size of historic brick as well as the size of the joints between bricks.

BEFORE DESIGNING THE PROJECT



19th Street looking east from 9th Avenue in 1930
Source: *City of Greeley Museums - Permanent Collection*

Before actually beginning a design for a building project in downtown Greeley, it will be necessary to determine how to change an existing building so that its historic character will be preserved or restored, or how a new building can be fit into the character of the historic area.

Existing Buildings - In order to make appropriate alterations to a historic building, take note of:

- the form of the existing building, the roof, and any additions that have been made over time;
- architectural details of the existing building;
- the building materials and how they are used.

The historic architecture of much of downtown Greeley is late 19th Century and early 20th Century commercial architecture, with a variety of stylistic detailing that was popular from decade to decade. This architecture was based on a rational design process, with certain architectural elements or details used in specific building types and styles. There are also a few significant buildings representing later historic styles, such as Art Deco. The fact that an architectural feature or detail can be found on a historic building in downtown Greeley will not necessarily make it appropriate to use on another historic building.

The condition of the existing building should be carefully evaluated. This should include the building materials, structure, wiring, heating and plumbing. Consult experts whenever necessary to get the best advice possible. This can save money

in the end. In determining how to treat significant features of a historic building, observe this sequence:

- 1) If a feature is intact and in good condition, maintain it that way;
- 2) If the feature is deteriorated or damaged, repair it to good condition;
- 3) If it is not feasible to repair the feature, then replace it with one that is the same or similar in character (materials, detail, finish) to the original one. Replace only what is beyond repair;
- 4) If the feature is missing entirely, reconstruct it from appropriate evidence, if possible.
- 5) If new features or additions are necessary, design them to be compatible with original features.
- 6) Seek historic photographs, written documentation and oral histories of former occupants or neighbors to determine the structure's original appearance as well as changes over time.

Alterations should be constructed of good materials with good workmanship. This is important to both the appearance and the durability of the improvement. The use of inexpensive products or poorly executed work on, for example, the roof, plumbing or wiring, can cause damage that is more expensive to repair than the original work.

When the entire scope of the project has been planned, the cost can be determined. If costs exceed the budget, priorities can be established, generally with structural stabilization and weatherproofing being most important.



A remaining historic building on the north side of 7th Street near 9th Avenue



Compatible new building on the 9th Street Plaza and 8th Avenue



A new building that does not fit the pattern of the historic commercial area

New Buildings - Designing a new building to be compatible with the historic character of downtown Greeley can be more complicated than designing a compatible alteration to an existing building. Just as the existing building is used for clues to an appropriate alteration, the surrounding area can also be used for clues to an appropriate new building. Evaluate the following:

- Are the buildings commercial, agricultural/industrial, civic or residential in nature?
- How far back from the street are they located?
- What is the spacing between buildings?
- How high are the buildings?
- What are the proportions of height to width?
- What are the predominant roof forms?
- How are door and window openings arranged?
- What kinds of doors and windows are most common?
- How are trim and other details used?
- What building materials are most common?

There are some areas of downtown Greeley where the buildings are very similar in design and placement on their sites. Conforming to this pattern will be very

important for new buildings. There are also areas where few historic buildings remain, and this can allow for more variation in the design of a new building. Look at examples of historic buildings used for purposes similar to that of the new building to be constructed. This can provide valuable information for the appropriate placement, size, height, entries, window and door openings, and location of detail of a compatible new building.

GETTING A BUILDING PERMIT

The City of Greeley requires a building permit for most downtown building activities except the most minor ones. When the Downtown Historic District has been designated, and the *Design Guidelines for Downtown Greeley* have been adopted, obtaining a building permit will require going through a design review process to evaluate the historic appropriateness of the proposed project. Depending on the nature of the project, there may also be other regulations to be complied with. For example, most downtown projects are evaluated by the requirements of Chapter 18.46 Design Review Performance Standards. The city Sign Code also applies to many downtown projects.

Who Will Do the Design Review?

Applications for building permits for exterior alterations to buildings in the Downtown Historic District will be referred to the Greeley Historic Preservation Commission. The Greeley Historic Preservation Ordinance specifies that the Historic Preservation Commission will review alterations to properties and new buildings within designated historic districts.

Application Process

The process of determining if a proposed alteration is consistent with the historic character of the district begins with a pre-application conference between the applicant and the Historic Preservation Commission staff. After a preliminary review of the proposal, the staff will classify it as a minor alteration, a major alteration or new construction. New Construction and major alterations require review by the full Commission at a public hearing. Minor alterations are reviewed by the staff. The Greeley Historic Preservation Specialist will provide

information and advice concerning the application and review process and can be reached at (970)350-9222.

Once a proposed project has been classified by the Commission staff, the applicant can formally apply for a “Certificate of Approval” and submit the necessary supporting materials. The Commission staff will then schedule any necessary public hearing and notify the public of the hearing.

Design Review Process

The Historic Preservation Commission will use the *Design Guidelines for Downtown Greeley* in their review of proposed projects. The Commission will also use the *Secretary of the Interior’s Standards for Rehabilitation of Historic Buildings*, which has been adopted as a basis for the design review and rehabilitation guidelines. The Secretary’s Standards can be found in Appendix 2. The Commission may approve or deny the application, based on the evidence presented and supplied by the applicant and staff. The Commission may seek additional documentation, information or expert advice. A decision by the Historic Preservation Commission may be appealed to the City Council.

OTHER DOWNTOWN GREELEY REGULATIONS

Most downtown projects must conform to the Design Review Performance Standards of the Greeley Development Code. These standards have been developed to provide flexibility of zoning standards to respond to special conditions, including historic buildings, in the downtown. Some projects can be approved or denied by City staff, while others require public hearings before the Greeley Planning Commission.

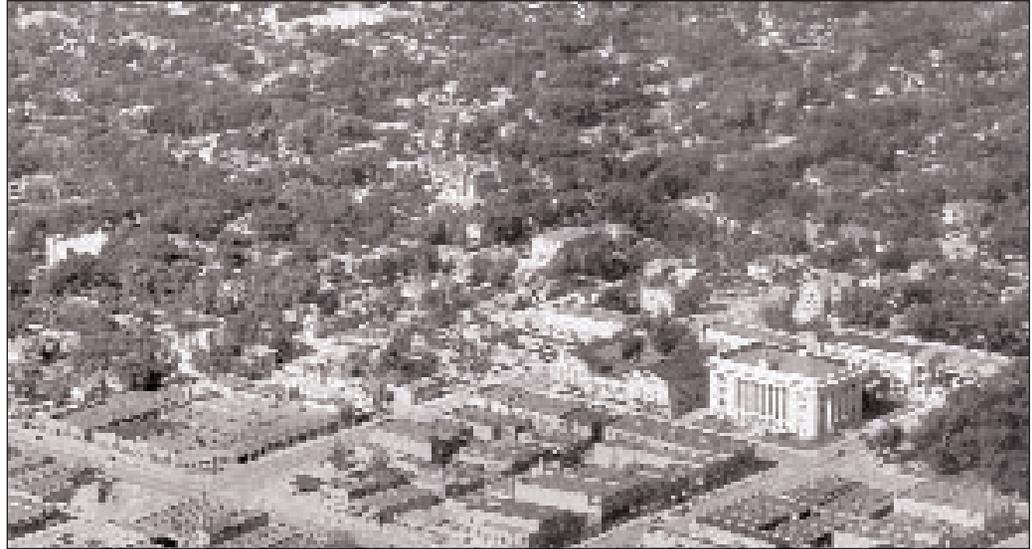
The size, location and type of downtown signs are regulated by the City Sign Code. There are also guidelines for historically appropriate signs in the *Design Guidelines for Downtown Greeley*.

Other regulations that may apply to some downtown projects include Zoning District Development Standards, Off-street Parking Standards, Landscape and Buffering Standards, and Non-conforming Uses, Buildings, and Structures.

To obtain information on the requirements for a building permit or for development review, contact the City of Greeley Community Development Department at (970) 350-9780. The requirements for submittal of materials, types of review, and schedules of review can be found in the *City of Greeley Development Code*.

The *Uniform Building Code*, *Fire and Life Safety Code*, *Mechanical Code* and *Electrical Code* regulate all aspects of building construction. The intent of these codes is to provide structures that will be safe, with systems that operate correctly for the benefit of both the individual property owner and the general public.

Americans With Disabilities Act (ADA) requires that buildings used by the public be accessible to people with disabilities. Buildings that are certified as historic may be allowed alternative methods to provide access, so that the historic integrity of the building is not damaged.



Aerial view of Greeley in 1942 shows the development pattern of the downtown area

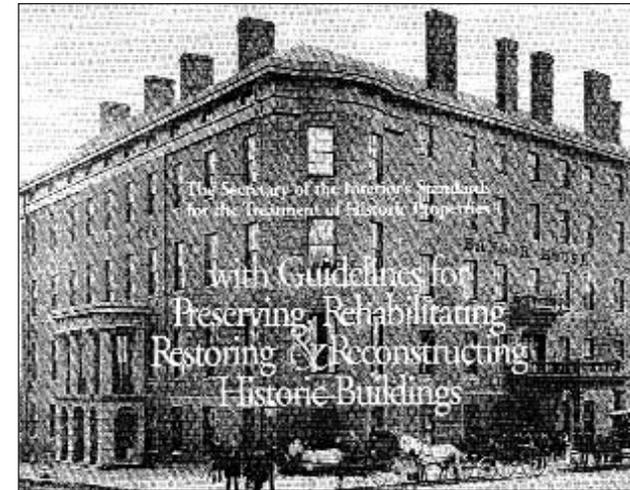
DESIGN GUIDELINES

Design Guidelines for Downtown Greeley are intended to guide the Historic Preservation Commission's decisions to approve or deny proposals to alter the exterior of designated historic properties and contributing properties in a designated historic district. These guidelines are meant to complement the Historic Preservation Ordinance, and are not meant to replace or revise any other municipal ordinances. All alterations must also comply with current zoning, building and development codes.

Design Guidelines for Downtown Greeley reflect the DDA's appreciation of the historic character of the downtown, and the Historic Preservation Commission's philosophy on which it bases its decisions. This philosophy encourages the preservation and careful treatment of the city's most valued structures and districts, while recognizing the need for contemporary, economic use of these

structures. The guidelines can neither dictate taste nor assure good design. Rather, they are a means for balancing the historic qualities of these structures with the demands of contemporary use. The Historic Preservation Commission works closely with applicants to achieve the best results for everyone.

Design Guidelines for Downtown Greeley are consistent with the *Secretary of the Interior's Standards for Rehabilitation of Historic Buildings*, which are general standards for the treatment of historic buildings and areas (See Appendix 2). The guidelines are not meant to replace or revise any other municipal ordinances. All alterations to historic buildings in downtown Greeley must comply with current zoning, building and development codes. The design guidelines are intended to apply to projects affecting buildings located in the proposed Downtown Historic District, the boundaries of which are shown on the map below.



HISTORIC CHARACTER OF DOWNTOWN GREELEY

Downtown Development Pattern

Downtown Greeley is the original commercial and civic center of the community. In many ways it remains as the center for these activities, with related pedestrian and automobile traffic. The layout of the downtown is a regular grid of streets and alleys, with Avenues oriented north/south and Streets oriented east/west. The boundaries are generally 6th Street to the north, 7th Avenue to the east, 10th Street to the south, and 11th Avenue to the west.

The core of this area is commercial. On the east edge along the railroad right of way are the remnants of agricultural and industrial development. Civic buildings, including the historic Weld County Courthouse, are generally located at the west side. They are, for the most part, located around Lincoln Park, a two city block-size green space in the center of the downtown. Residential areas surround the downtown to the north, south and west. To the east is the railroad and beyond that, agricultural and industrial development. Alleys are quite narrow with little of the utilitarian clutter that typifies most urban alleys.

Downtown Buildings

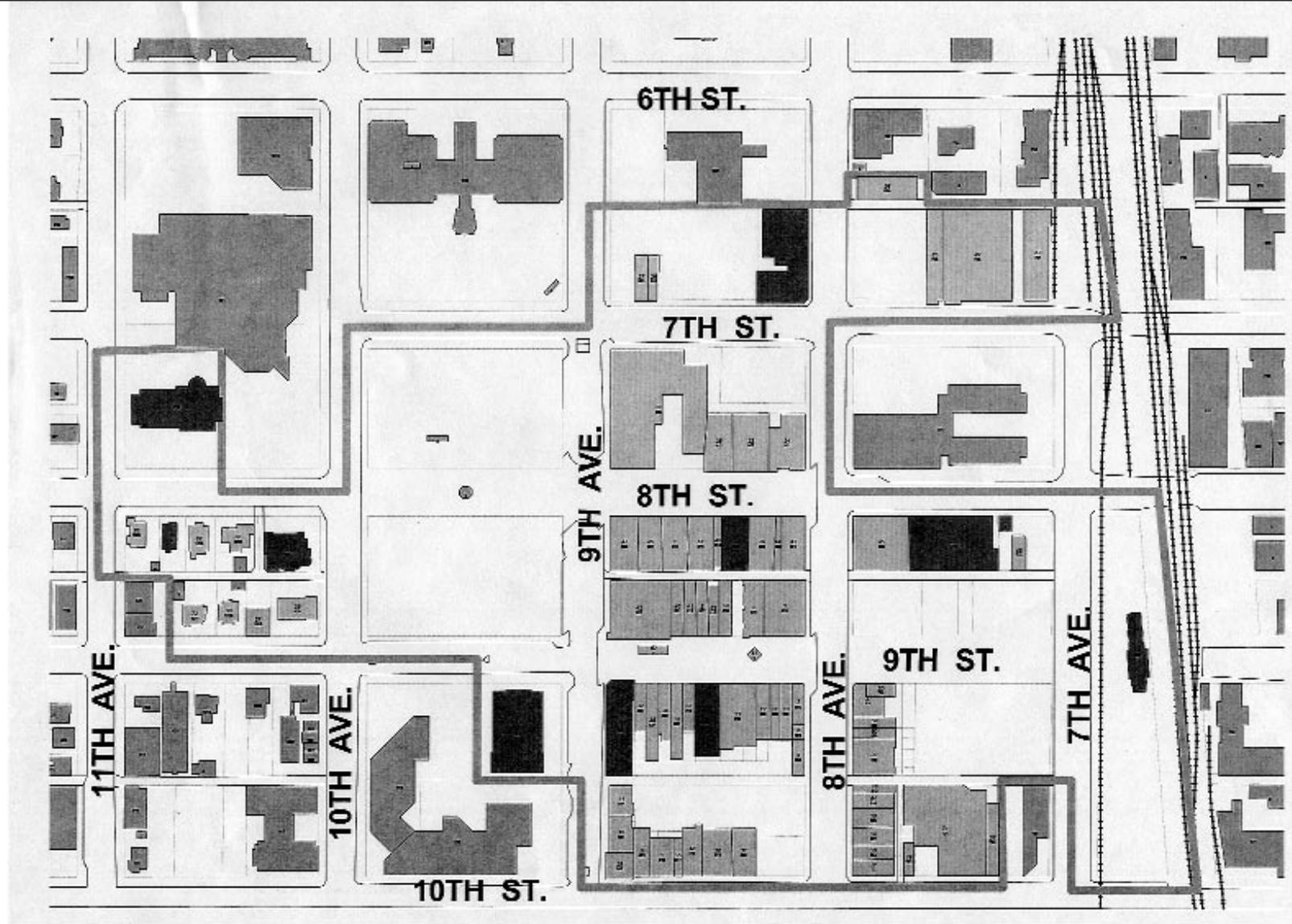
Many of the historic buildings of the downtown have been lost over time. There have been numerous buildings of contemporary design added, and a number of the original building spaces are now occupied by parking lots. Many of the facades of historic buildings have been altered by covering the original building with contemporary materials. There is a concentration of relatively intact historic commercial buildings along 8th and 9th Streets between 8th Avenue and 9th Avenue, and these streets have been converted into pedestrian malls. There are isolated historic buildings and groups of buildings throughout the area that



Where there were once historic commercial buildings in downtown Greeley, there are now parking lots. These are potential redevelopment sites



Some of Greeley's most important historic commercial buildings have been significantly altered



HISTORIC AREA MAP

Front Range Research Associates, Inc.



Brick commercial buildings with detailing at cornices, windows and entries



Typical historic commercial buildings along 10th Street



Weld County Courthouse



Union Colony Civic Center

represent the various downtown building types, including commercial, civic, residential, and agricultural/industrial.

Commercial - Commercial buildings are similar to those of many western downtowns. They are aligned at the front property line and attached to the adjoining building at the side walls. The width reflects the approximate 25 foot width of the underlying lot layout of the original downtown commercial area. Almost all the remaining buildings are one- and two-stories in height, although historic photos show that there were originally many taller buildings. Most are constructed of brick. The two story buildings typically have the most detailing, which is usually located at cornices, window heads and entries. One story buildings generally have less detail, and have frequently had the facades altered.

Civic - There is a variety of civic buildings with different architectural character, ranging from the historic Classic Revival Weld County Courthouse to the very modern Union Colony Civic Center. For the most part, the civic buildings are contemporary in character. Some government uses have been housed in historic buildings, due to increased services and lack of space in existing civic buildings.

Residential - There are only a few residential buildings in the downtown area, and these are located to the west of Lincoln Park. There is also a church and the historic Greeley High School building, which are characteristic of the residential nature of the original development of this area. These buildings are centered in their building lots, with a typical setback from the street. The changing nature of this transitional area of the downtown is characterized by many small scale, nondescript buildings, with varying locations on the site.

Agricultural/Industrial - These buildings include agricultural types such as elevators and feed and tool supply. There are warehouses and other similar utilitarian buildings. The placement of these buildings on their sites creates a more random development pattern, with varying points of access, building massing and detail.

Public Improvements

The City of Greeley has made many improvements to the downtown. The pedestrian malls have had a large investment in landscaping, benches, lighting and other amenities. There is extensive public parking in lots developed behind the historic commercial buildings, and a parking mall has been created along 9th Avenue, east of the courthouse and park. Pedestrian connections have been developed between the commercial downtown and the railroad depot redevelopment on the east side of the downtown. There is still substantial train traffic on the railroad tracks going through the city adjacent to downtown.

8th Avenue is the main north/south automobile thoroughfare, and both its width and the volume of traffic it carries makes it a barrier to east/west pedestrian travel. Relatively heavy automobile traffic on east/west 10th Street also creates something of a barrier to pedestrian traffic to the south. The area around the county courthouse sees heavy automobile and pedestrian traffic due to the many



A residential building in the commercial downtown



An agricultural building on the east side of downtown



9th Street pedestrian mall at 9th Avenue



Union Pacific Railroad Depot, a site of important downtown improvements



Lincoln Park looking east toward downtown



Transitional commercial buildings at west edge of downtown

government services located in the general area. Lincoln Park is an unusually significant amenity for a downtown. It is relatively undeveloped, and is not heavily used at the present time.

The downtown retains a sense that it is the center of economic activity in the community. There is obvious investment in the public improvements, active retail shops and offices, and lively automobile and pedestrian traffic in the area. The transitional areas around the periphery show some signs of decline, with building sites used for parking, few public improvements, and a mix of unremarkable new development. A new mixed use development just adjacent to the downtown at 6th Street and 10th Avenue is an example of a significant improvement in the transitional area.



Transitional commercial buildings at west edge of downtown



Meeker Commons, a new mixed use development just north of downtown



Meeker Commons

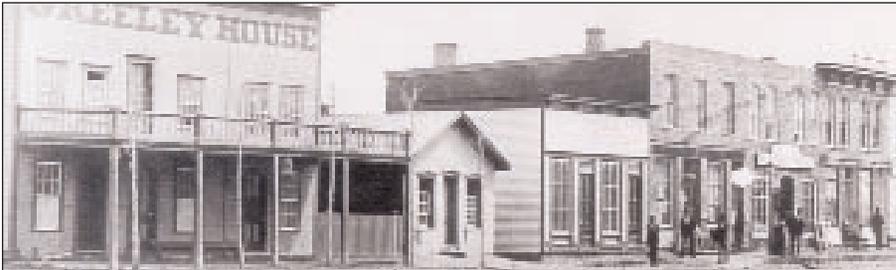
DESIGN GUIDELINES FOR EXISTING DOWNTOWN BUILDINGS

1. Building Height

In a downtown that has been substantially altered over time, one- and two-story building height is the most significant remaining historic visual characteristic. Historic photographs of the downtown show that there were some three- and four-story buildings, most frequently located at important corners. The overall building height of historic commercial buildings was greater than today's buildings because the first floor had much greater floor-to-ceiling heights to allow light to penetrate to the rear of the long and narrow spaces. The parapet



Buildings typical of historic development pattern



City of Greeley Museums - Permanent Collection
Early historic buildings of one and two stories



City of Greeley Museums - Permanent Collection
Two and three story buildings in 1929



Transitional commercial buildings at west edge of downtown

wall above the roof was also higher, since it held the cornices that detailed the tops of historic commercial buildings.

Civic, residential and agricultural/industrial buildings are more variable in height. Historic civic buildings, such as the Weld County Courthouse and Greeley High School, are more than two stories tall, distinguishing their individual importance. There are only a few residential buildings in the downtown, and these include one-story bungalows and a few two-story residential structures. Agricultural/Industrial buildings frequently have some



Greeley High School (no longer in school use) is a civic building of more than two stories in height

elements that are greater than two stories in height; however, the main structure is usually one or two stories high.

Guidelines

- A. To the extent possible, preserve the height of existing historic buildings when making alterations.
- B. Adding height to historic buildings will change the character of the building and the streetscape, and other design solutions will be more appropriate. If adding height is the only feasible option, the additional height should be set back from the face of the building.



An agricultural building with elements of varied heights

One and two story residential buildings in the downtown



Set additional height back from front facade

- C. Adding height to corner buildings is very difficult to do without changing the character of the building, since more of the building is visible. Limit this change to non-historic one-story buildings. In such a case, consider creating a two-story building with simplified elements of a historic two-story building, rather than setting the additional story back from the building faces.
- D. If adding height to a non-historic building is necessary, the design of the additional height should adapt the characteristics of nearby historic two-story buildings. The important characteristics to conform with include:
- Overall building height
 - The height, size and spacing of the second floor windows
 - The height of the parapet above the roof
- E. Carefully preserve any existing cornice and other detailing when altering the height of historic buildings.

- F. Place any necessary rooftop mechanical equipment to the rear of the roof so it is not visible from the street. This equipment should be screened with a simply detailed enclosure of material such as wood, metal, or masonry.

2. Setback

Commercial buildings in the historic downtown are built at the front property line without any setback, and extend from side property line to side property line, with common walls between buildings. This creates a solid building face along the sidewalk with few breaks in the wall. Where breaks occur, it is due to a missing building, or a building of a different type, such as a civic building. The solid building face is usually the strongest visual characteristic of a historic downtown.

In Greeley, alterations over time have impacted the strength of this characteristic; however, a strong edge at the sidewalk is very important. This characteristic should be preserved where it exists and re-established where missing. Some Agricultural/Industrial buildings have commercial building setbacks and some are sited to allow access and circulation around the whole building.



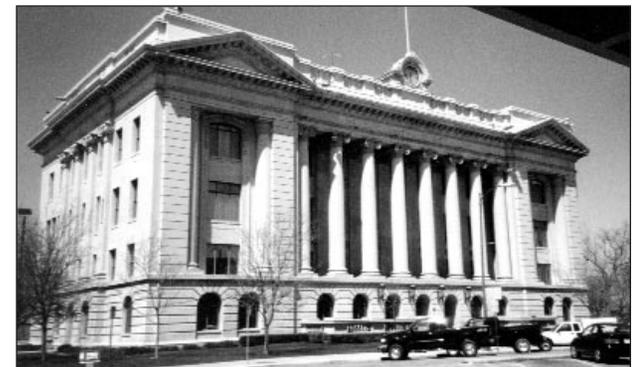
The placement of agricultural and industrial buildings is more varied



Adding height to corner buildings



Typical setback in downtown commercial area



Weld Count Courthouse is placed in the center of this site

Guidelines

- A. Preserve the pattern of no setback at the front and side property lines where it exists. Do not demolish buildings that create this pattern unless there is no other option. Recreate the same pattern with subsequent new development.
- B. The setback pattern is varied at a civic building, such as the Weld County Courthouse, that is located in the center of its site to distinguish its individual significance. Preserving the siting of civic buildings is very important, and any additions should be placed at the rear of the building. Parking in front or side setbacks will be inappropriate.
- C. Generally, preserve the existing setbacks of an Agricultural/Industrial building.
- D. Parking lots are especially significant breaks in the setback pattern of historic downtown. Screening the automobiles and continuing the visual setback pattern with masonry walls and landscaping should be encouraged.



Parking lots break the solid building wall created by a typical setback

- E. Where there are gaps in this setback pattern due to missing buildings, consider a masonry wall or landscape treatment to continue the visual pattern.
- F. Through-block walkways and small plazas or landscaped areas can be exceptions to the typical setback pattern if they are not so wide as to create a significant visual break.

3. Roof Form

Commercial Buildings Almost all historic commercial buildings have nearly flat roofs with just enough slope to drain water, and are concealed behind parapet walls. Contemporary commercial buildings are almost always built with flat roofs, and this is another very important visual characteristic of the historic downtown.

Residential and Civic Buildings Historic residential buildings have relatively steeply sloped roofs that are both gable and hipped in form. Historic civic buildings, including the railroad depot, armory, Weld County Courthouse, Greeley High School, and First Congregational Church have various roof forms. The residential buildings, and except for the courthouse, the civic buildings are in commercial uses.

Agricultural/Industrial Buildings These buildings have both sloped roofs and flat roofs. There are relatively few of this building type and most are still in their original use.



Varied roof forms of civic buildings

Guidelines

- A. Preserve existing flat roofs and parapets of historic commercial buildings.
- B. If it is necessary to add a floor to a historic commercial building, a flat roof with parapet will generally be most appropriate.
- C. Preserve the roof form of historic civic, residential and agricultural/industrial buildings. Use roof forms similar to those of the original roof for any additions.
- D. Mansard-style roof treatments are inappropriate for any building types in the downtown.



Horizontal alignment of historic building elements

4. Alignment of Horizontal Commercial Building Elements

In locations where the historic commercial building pattern is intact, the horizontal alignment of building elements is a very strong visual characteristic.

Even where the pattern is interrupted by more contemporary designs and by vacant spaces, the characteristic overall building height, floor-to-floor heights, storefronts, window size and arrangement and cornice details create visual bands of alignment.

While the other building types in the downtown have some of these characteristics, they do not create significant visual patterns.

Guidelines

- A. Preserve the architectural elements of historic commercial buildings that create visual bands of horizontal alignment. These elements include:
 - First floor storefronts with transparent display windows
 - Typical first and second floor heights
 - Bands for signs above the storefronts
 - Second floor windows
 - Cornices at the tops of the front facades
- B. The transparency of the large storefront display windows is another very important visual element. The windows should not be filled in, nor should the opening be blocked with opaque building materials.
- C. Second floor window openings are very important and should not be filled in, blocked smaller or enlarged to accommodate new windows.
- D. If it is necessary to add another floor to a one-story building, the new window openings, cornice, and overall building height should generally align with

similar elements of historic two-story buildings along the street.



Horizontal alignment of historic building elements



Pattern created by width of historic buildings in 2002

5. Width of Building Facades

Because historic commercial buildings were built from side property line to side property line, the building facades reflected the width of the underlying building lots. Throughout most of the downtown, original lots were 25 feet wide. Exceptions to this occur along the north side of 10th Street and in some locations along the railroad tracks. Numerous historic commercial buildings occupy two original building lots, therefore, the pattern of repeated 25 foot wide buildings along a street that is typical of many historic downtowns is somewhat obscured in downtown Greeley. In addition to this, many facades have been modernized and one treatment has been used to cover more than one original building. The pattern does not appear completely random, however, and generally reflects the underlying 25/50 foot building module.

Other building types in the downtown do not create a repetitive pattern with the widths of their facades.

Guidelines

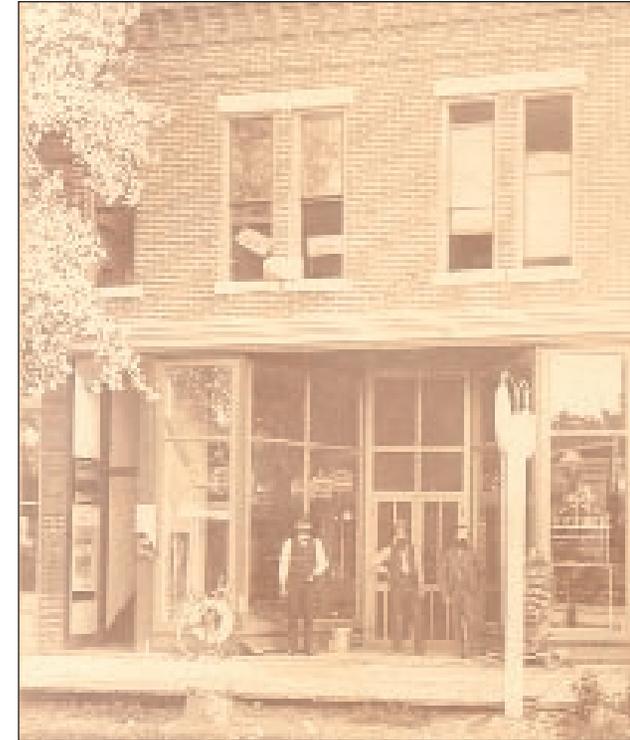
- A. Preserve the existing pattern of repetitive 25 and 50 foot wide facades.
- B. If multiple historic buildings are assembled for redevelopment, the individuality of each building should be preserved.
- C. The facades of wider historic commercial buildings should be preserved, even if the space within them is divided. This includes entries, storefronts, sign bands, windows, building materials and colors.
- D. Where the original building elements have been covered by remodeling, consider removing the newer materials and restoring original details, to the extent possible.



Elements of a storefront

6. Storefronts

Storefronts are the first floor architectural element of historic commercial buildings. They have a standard design and can be made of cast metal or wood



City of Greeley Museums - Permanent Collection
Typical historic storefront

and extend across the entire building facade. A storefront is the height of the first floor, usually about fifteen feet. The entry is usually recessed, and frequently at the center of the storefront. Large glass windows provide for the display of goods, and allow light to the rear of the narrow, deep buildings. The display windows have a base known as a kick plate that is usually 18 inches to 24 inches high. There is frequently a band of glazed windows above the display windows, known as a transom, that also helps to illuminate the interior. The sign band stretches across the top of the storefront, and an awning is usually mounted just below the sign band.

Storefronts are one of the most important visual characteristics of historic downtowns. The storefronts of many of Greeley's downtown buildings have been altered, and the storefronts are not as visually important today. Maintaining the elements of a storefront that still exist and re-establishing the elements that have been altered will be important to enhancing the historic character of the downtown, and can greatly improve its pedestrian environment. The most important aspects to protect or re-establish are the typical storefront height, and the transparent band of display windows across the facade.

Other downtown building types do not have storefronts.

Guidelines

- A. Preserve all remaining elements of historic storefronts.
- B. The rehabilitation of storefronts that have been altered is encouraged. Historic photographs of the downtown may provide documentation for a restoration. Without such documentation, re-establishing of the basic storefront elements in a simplified design would be most appropriate.

- C. The design and construction of storefronts is light and airy in character. Cast metal was used for important buildings, but most frequently they were constructed of wood. The use of brick or stone will generally only be appropriate if there is evidence that this was the material used for the original storefront.
- D. Metal used in storefronts should be finished, not left shiny.
- E. Awnings at the storefront can add interest and color to the building, and can be a good location for a business sign. Awnings should be made of durable fabric, rather than metal or plastic. The triangular form, rather than round is most appropriate. Awnings should hang from below the sign band of the storefronts, or from a similar location if the storefront has been altered. Flat awnings are generally not appropriate for downtown Greeley, but were sometimes used on buildings from the 1920's and 1930's, and could be considered for a building of that time period.

7. Secondary Facades of Corner Buildings

Commercial Buildings Typically, a corner building will have a primary facade on the most important street, and a simpler, secondary facade on the less



Secondary facade of a corner building



Altered secondary facade of a corner building



Secondary facade of a civic building



Secondary facade of a residential building

important street. Some corner buildings have a section of storefront in the secondary facade, and sometimes there is an angled entry at the corner. Fewer second floor window openings at the secondary facade is typical, and the architectural detailing is frequently limited to the primary facade. Exceptions to this are found at the intersections of important streets, and buildings on such a corner may have two primary facades with equal detailing.

The masonry walls of historic commercial buildings bear the weight of the walls, floors, roof and contents. The structural framing usually spans the narrow dimension from sidewall to sidewall. This allows the front of the building to be mostly glass since the weight above is transferred to the sidewalls; however, it restricts the size and number of openings in the sidewalls of corner buildings. The perception of a historic masonry building as weighty, with the lower walls supporting the weight above is very important. Modern construction techniques and materials can almost invisibly support the weight of a masonry building above, but this is contemporary building, and in an area of historic masonry buildings, it will stand out as inappropriate.

Many of the secondary facades of downtown Greeley buildings have been altered, and many corner buildings are missing, so the pattern of primary and secondary facades is not as obvious as it once was.

Civic Buildings - The design of civic buildings, such as courthouses, schools, churches, etc., typically focuses on the entire building and its site, rather than one commercial front. Secondary facades on a corner lot are an integral part of the overall architectural design, which frequently contributes to the significance of a historic civic building.

Residential Buildings - The secondary facades of residential buildings are also an integral part of the building design, contributing to the architectural signifi-

cance. This characteristic is often more pronounced in historic residential buildings on corner lots.

Agricultural/Industrial Buildings - These buildings are usually characterized by utilitarian design, and design is less related to architectural aesthetics than efficiency of use. The treatment of primary and secondary facades is of less significance unless the utilitarian character of the building would be compromised.

Guidelines

- A. Where they are still intact, preserve the original storefronts, window openings and architectural details of secondary facades.
- B. Where secondary facades at corners have been altered, consider re-establishing the original pattern. Historic photographs may provide documentation of the original design, or similar buildings can be used for an appropriate design.
- C. In an alteration of secondary facades of commercial buildings, limit the amount of new storefront and display windows, and the number of second floor window openings.
- D. If an alteration of the secondary facade of a non-historic commercial building is being considered, incorporate the pattern of historic buildings in a simplified manner.
- E. Preserve the architectural elements of secondary facades of historic civic and residential building. Place additions to the rear of the building.



Utilitarian design of agricultural/industrial building



City of Greeley Museums - Hazel E. Johnson Collection
 Pattern and detail of historic windows and doors



Pattern and detail of historic windows and doors in 2002

8. Windows and Doors

Windows and doors in historic downtowns are important in two ways. First, their arrangement creates a visual pattern, and second, their individual design and material is characteristic of historic buildings. In commercial buildings, windows are located at the second floor, regularly spaced across the facade, are generously sized to allow light into the deep, narrow buildings, are vertical in orientation and double-hung in type, and are most often of wood sash and frame. Many of the window openings and windows have been changed in downtown Greeley commercial buildings, and the historic visual patterns have been altered. The window patterns of other downtown building types are more varied, but the individual window units are similar, and important to the historic character of the building.

Doors are located at entries to ground floor commercial spaces, often centered and also located to one side. They are also located at ground floor entries to second floor spaces. Original doors were typically of wood frame with large glass area. The location and design of doors in other downtown building types are also more varied, but are located at entries that are emphasized by architectural design, and are important aspects of the historic character of these buildings.

Guidelines

- A. Preserve all original window and door openings. Openings should not be closed up, made smaller or enlarged.
- B. Preserve all original windows and doors. Repair deteriorated jambs, sashes, glazing and frames.

- C. If original windows and doors are too deteriorated to be replaced, match the original size, type and design with contemporary products. Use of the same material used for the original windows and doors will be most appropriate for replacements.
- D. Consider interior treatments to increase thermal efficiency and or security, rather than replacing original windows and doors.
- E. Restoring original window and door openings, replacing inappropriate windows and doors with appropriate ones, and repairing original windows and doors will have a significant positive impact on the historic character of downtown Greeley and should be encouraged in any proposed project.

9. Building Materials

Brick is the predominant material used for all building types in downtown Greeley, which is typical of historic western downtowns. Tan brick is more common in Greeley than the typical western red brick. The combination of tan, mixed reddish and red brick of the downtown commercial buildings creates a varied streetscape. The detailing of cornices and ornamentation of building walls is most frequently done in brick relief patterns.

While other civic buildings, both historic and contemporary, use stone for detailing, the basic structures are of brick. The Weld County Courthouse is clad with stone, and is unique in its use of this material. Residential buildings are detailed with both stone and wood, but their basic structures are generally of brick. Most agricultural/industrial buildings are constructed of brick, although some metal structures remain in use.



City of Greeley Museums - Permanent Collection
Typical historic brick building material

The unit size of historic brick masonry, along with the thickness and detailing of the joint are important characteristics. Contemporary masonry units are larger in size and are laid with thicker joints, which creates a very different appearance.

Some historic architectural details are of metal, such as pressed metal cornices. Window and door openings are frequently detailed with stone heads and sills. Terra cotta is used on several buildings but is not common. Wood is used for storefronts, and for windows and doors. Some brick buildings have been painted, and many have been covered with more recent modernizations.

An important aspect of downtown Greeley is the modest character of many of its buildings. More elaborate ornamentation and expensive materials are reserved for buildings of significant purpose.

Guidelines

- A. Preserve original building materials when altering historic buildings.
- B. Carefully match historic materials when altering historic buildings.
- C. Using simplified designs and historic construction techniques will help make modern alterations of historic buildings fit the historic character of downtown Greeley.
- D. Stone, wood and metal were not common historic building materials in Greeley, and should be used sparingly on downtown buildings.
- E. Except in exceptional cases of deterioration, unpainted masonry should be left unpainted. Sealing the surface with paint, or other sealants, can cause

spalling of the masonry face; however, if the surface is already painted, removing the paint may damage the masonry more than repainting. Consulting a preservation expert would be helpful in this situation.

- F. Wood will generally be inappropriate as the predominant material for downtown buildings, and should be limited to storefront framing, and window and doors. An exception to this is detailing of historic residential buildings. Wood should be finished with paint or opaque stain.
- G. Stucco is generally not an appropriate material for use on downtown buildings; however limited use for certain details may be appropriate on a case-by-case basis.

10. Architectural Details

Downtown Greeley buildings are relatively restrained in detailing. There are some exceptions to this that provide some variation in the pattern of simplicity, and include such elements as cornices and second floor windows of commercial buildings, and wood detailing of residential buildings. Some existing historic downtown buildings may have once had more elaborate detailing that has been covered by facade alterations.

Guidelines

- A. Carefully preserve historic architectural details in alterations of downtown buildings of any type.
- B. Simple architectural details will be most appropriate for alterations to most historic downtown Greeley buildings. Save elaborate detailing for alterations



Examples of architectural detailing of historic buildings



Preservation of historic architectural elements



Preservation of historic architectural elements



Altered facade of historic commercial building



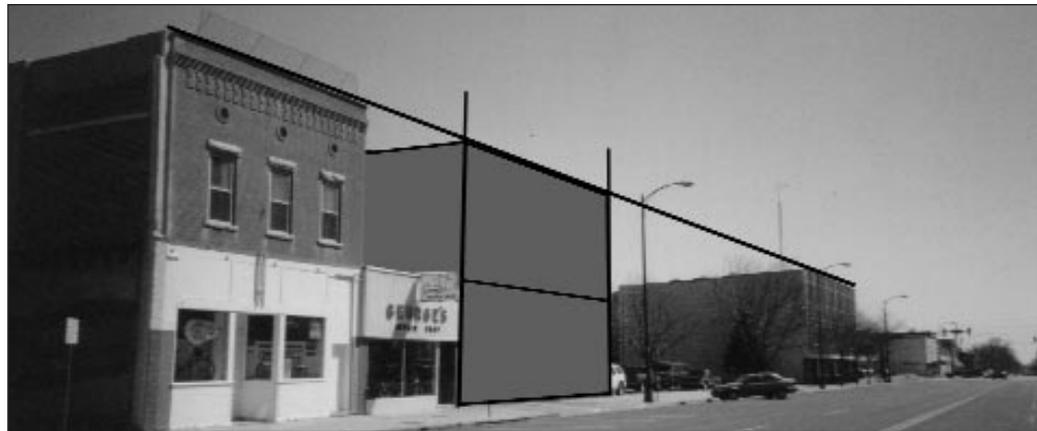
Historic details have been covered over

to buildings that have a significant location, such as an important corner, or significant use, such as a civic building.

- C. Consider restoring details that have been covered or removed in earlier alterations when renovating historic buildings. If such alterations have damaged or destroyed historic details, seek historic photographs for documentation to use for restoring them. If there is no photographic evidence, consider recreating the detail in a simple design.
- D. Some alterations to historic buildings have become historically and/or architecturally significant over time. To determine if this is the case for a specific building, consult the Greeley Historic Preservation Specialist.

DESIGN GUIDELINES FOR NEW DOWNTOWN BUILDINGS

This set of design guidelines will apply to buildings proposed to be constructed as part of the redevelopment of a lot or lots, or on presently vacant lots in Greeley's historic downtown. New buildings in this area should not attempt to recreate or mimic historic buildings, but should incorporate the essential aspects of historic buildings that give the downtown its historic character. If the design of a new building reflects the general height and massing of existing historic buildings or carefully mitigates its impacts if taller, has no setback from the street, uses a roof form appropriate to the building type, has alignment of storefronts, signs, windows and cornices, and uses historic building materials, it will be very likely to create a contemporary building compatible with surrounding historic ones. The design of a new building should fit comfortably into a historic area, while also being recognizable as a product of its own time



1. Building Height

Building height of new buildings should be compatible with existing historic buildings

The only remaining historic buildings in downtown Greeley that are over two stories in height are civic buildings. A number of taller buildings are shown in

historic photographs of the downtown; however, these buildings no long exist. There are several contemporary buildings that are much taller, and their visual impact on the historic area is significant, pointing out the need for taking great care with the design of new buildings that are taller than the existing pattern.

Guidelines

- A. New buildings that are of similar height to the existing historic buildings will generally be most appropriate. Case by case consideration should be given to proposals for taller buildings. Measures to mitigate the visual impact of additional height should be considered, for example, setting additional stories back from the building face. In the case of a new civic building, three or four stories will be appropriate (See Weld County Courthouse or Greeley High School).

- B. The first floor of new commercial buildings should reflect the taller first story of historic buildings, and should be approximately 15 feet high. This is typical of historic commercial buildings, and is an important visual characteristic to preserve.

2. Setback

Placing buildings at the street is an important characteristic of urban design, as well as historic development patterns. Providing interest and access to pedestrians helps to keep life and activity in the downtown. There are many areas of downtown Greeley where the original buildings are gone and where redevelopment may occur in the future. Re-establishing the building line at the street can have beneficial results, and should be encouraged for new commercial buildings. Civic, residential and agricultural/industrial buildings have different site characteristics, which should be observed in new buildings of these types.



The setback of new buildings should match that of other historic buildings in the area

Guidelines

- A. New commercial buildings should match the setback of historic commercial buildings in the downtown, and be located at the street. To the extent that parking is included in such new development, it should be placed behind or beneath the building, and screened from public view.
- B. New civic buildings should be placed generally in the center of the site. A clear public space should be provided, with any related parking off to the side, or behind the building.
- C. New development in areas of historic residential buildings should incorporate residential-type design. This includes generally locating it in the center of the site with appropriate side yard setbacks.
- D. There are relatively few historic agricultural/industrial buildings remaining that create a context for new development to fit into. In most cases, a setback typical of commercial areas will be appropriate.



The roof form of new commercial buildings should match that of other historic commercial buildings in the area

3. Roof Form

The roof form of historic building types is an important characteristic, and the appropriate roof form should be incorporated in design of new buildings of similar type.

Guidelines

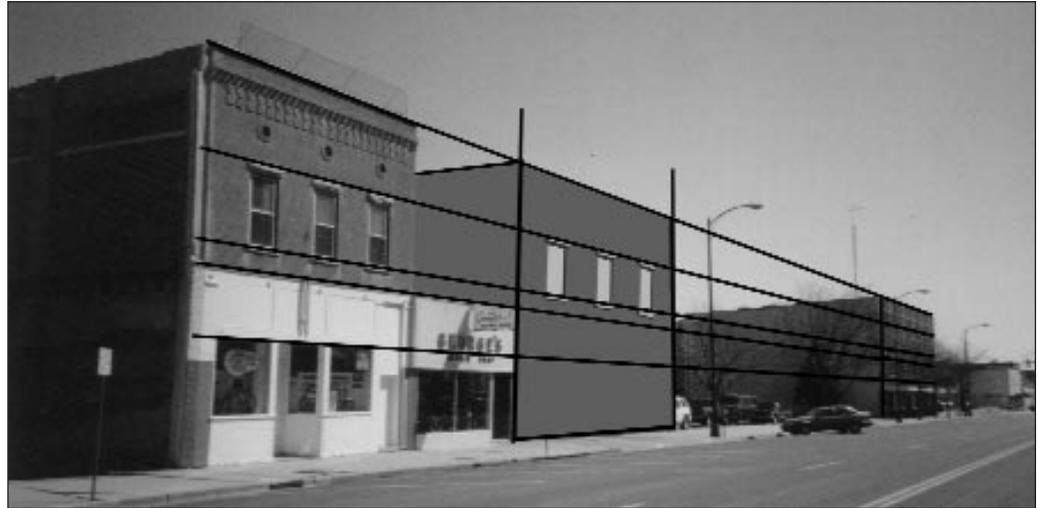
- A. New commercial buildings should have flat roofs with just enough slope to drain water, with parapet walls. Pitched roofs or mansard-type roofs are inappropriate.
- B. The roofs of civic buildings are frequently hipped in form; however, a parapet wall may obscure the form of the roof, making it appear flat. In general, a hipped roof of shallow slope, or flat roof will be appropriate roof forms.
- C. New development in areas of historic residences should incorporate sloped roofs that are gable or hipped in form, typical of the surrounding residential buildings.
- D. Either flat or pitched roof forms are appropriate for new development in areas with historic agricultural/industrial buildings. If the new building design is similar to a historic commercial building, a flat roof will be most appropriate. If it is more similar to a free standing agricultural building, a sloped roof will be more appropriate.



Civic building with a hipped roof

4. Horizontal Alignment of Building Elements

The horizontal building elements of new buildings should generally align with those of adjacent or nearby buildings. Important elements to align include, cornices, storefronts and upper floor windows. The use of the alignment patterns created by historic buildings in new construction will strengthen the historic character of the downtown. Horizontal alignment of building elements is not characteristic of other building types.



Alignment of horizontal elements of new buildings in a historic area

Guidelines

- A. Horizontal elements of new downtown buildings should align with those elements of adjacent or nearby historic commercial buildings.
- B. If adjacent or nearby buildings are contemporary and do not fit the historic pattern, the use of alignment patterns typical of historic buildings in the downtown is encouraged.

5. Width of Building Facades

This characteristic is important for new development in areas of historic commercial buildings. These buildings reflect the standard lot width of 25 feet since they were constructed with no side setback. It is common to see wider historic buildings that are built on two lots; however, the underlying 25 foot module is still visible. Historic buildings constructed on more than two lots are



The width of new buildings should match the pattern of historic buildings in the

rare. There are contemporary buildings that have facades wider than 50 feet, and they make a visual impact on the historic downtown. The width of facades is not a significant characteristic for other building types.

Guidelines

- A. New buildings in the downtown should generally extend from side lot line to side lot line, and reflect the underlying 25 foot module of the historic downtown lot layout in the facade design, for example by the use of ornamentation, brick detailing, storefront layout, color, etc.

- B. If multiple lots are assembled, the facade design should incorporate the historic 25 or 50 foot facade width. The large, monolithic building mass, typical of contemporary commercial buildings, will not be appropriate for a historic downtown.



Incorporate the elements of a historic storefront in new commercial buildings



New building incorporates the pattern of primary and secondary facades typical of historic buildings in the area

6. Storefronts

The storefront pattern is an important characteristic of historic downtowns. New development in areas of historic commercial buildings should incorporate elements of historic storefronts in their first floor design. The most important aspects are transparency and matching the first floor height of historic commercial buildings. Other contributing elements include display window base, transom, and sign band. Storefronts are not design elements of other building types.

Guidelines

- A. The important aspects of a storefront, transparency and first floor height, should be part of new building design in the commercial downtown.
- B. Contemporary expressions of other aspects of historic storefront design are encouraged.
- C. Wood or metal would be appropriate construction materials. Contemporary metal storefront framing could be used to construct a storefront of historic pattern. Stone or brick masonry will require careful design to promote adequate transparency, and should be considered only in special cases.

7. Secondary Facades of Corner Buildings

The simplified treatment of secondary facades is generally true of all downtown building types except agricultural/industrial, which has little detailing at all. This characteristic is not as obvious as it was historically because many corner buildings have been changed or demolished.

Guidelines

- A. New commercial buildings on downtown corner lots should orient the front or primary facade to the same street as other buildings in the block. The remaining facade, or secondary facade, should be simplified, with less transparency at the first floor and limited window openings at the second floor. More elaborate design of a secondary facade will be most appropriate at an important corner location.
- B. The secondary facade of a corner civic building should be an integral part of the overall building design, since this type building is sited in such a way as to be seen from multiple directions. This is also true for the secondary facade of a new corner building in an area of residential buildings.

8. Building Materials

Brick is the most common building construction material in downtown Greeley. This is true for contemporary as well as historic buildings, and is true for all



City of Greeley Museums - Permanent Collection
Historic building materials of downtown Greeley

downtown building types. Stone is used as an accent. Concrete, metal or vinyl panels, stucco, and wood (except for certain building elements) were rarely or never used on historic buildings, For commercial buildings, brick dominates the upper floors, while glass is used for the street level.

Guidelines

- A. Brick will be the most appropriate building material for the construction of new downtown buildings of any type. Tan, reddish or red brick are the best color options, and mortar joints should be narrow.
- B. Storefront design for commercial buildings should be primarily glass.
- C. Stone is most appropriate for ornamentation, or such elements as cornices, window and door heads.
- D. The use of wood should be limited to storefronts, door and window frames, sashes and jambs, and detailing of residential-type buildings.
- E. Stone, wood, concrete, metal or vinyl-clad panels and stucco will generally be inappropriate as the main building material for new downtown buildings of any type. The use of these materials for new buildings in the downtown should be carefully considered and applied sparingly.



Examples of building materials in use in the historic downtown



Contemporary building that incorporates few of the characteristics of historic buildings in the area

9. Architectural Details

Contemporary commercial and civic architectural design is visually very different from historic building design, and in areas of historic buildings, contemporary design makes a noticeable impact. Significant aspects of contem-

porary design include asymmetrical building massing, different floor-to-floor heights, strip window bands with glazing flush to the exterior building wall, undetailed building faces, and building materials that include concrete, metal panel and stucco.

While it is inappropriate for new buildings in a historic area to imitate the surrounding historic buildings, incorporating contemporary expressions of the important architectural details of historic buildings can be very effective in creating compatibility.

Guidelines

A. New building designs should reflect historic building designs in the following aspects:

- Overall building height
- Lot width
- Regular and frequently symmetrical massing
- A visual sense of that masonry walls can support the weight of the building
- Floor to floor heights
- Repetitive individual window spacing at the second floor
- Glazing in visible frames set back from the building face
- Materials

B. Design emphasis on cornices, window and door heads and entries of new buildings will be important.



New building that incorporates many of the characteristics of historic buildings in the area



Mixed use commercial and residential development adjacent to downtown Greeley



Example of mixed use commercial and residential development in a historic commercial area



Same development

10. Mixed Use Buildings

The benefits of mixing uses have been touted in recent planning, after years of careful segregation of uses through application of zoning standards. The example of the benefits of mixed uses has long been right before our eyes, in historic downtowns, where commercial and residential occupants have given life and around-the-clock vitality to the area. While a new building project with a mix of uses can be a very important improvement to the downtown, fitting it into the historic character of the area is just as important. Historic commercial buildings offer a good model for such projects.

Design guidelines focus on the appropriate design of buildings, rather than their use. Fitting a new building into a historic area will depend on the compatibility of the design of the building with its surroundings, not necessarily how it is used. There are successful examples of mixing commercial, office and/or residential uses in historic downtown buildings that can be used as models.

Guidelines

- A. Incorporate the important design elements of historic commercial buildings into a mixed use project in the commercial downtown, with retail at the ground level, and offices and/or residences on the upper floors.
- B. When adding residential development to the downtown, it will be most appropriate as part of a mixed use project. New single use residential development will be most appropriately located in areas adjacent to the historic commercial downtown.

- C. In areas of agricultural/industrial development, either incorporating the elements of historic commercial buildings or the elements of historic agricultural/industrial buildings could both be appropriate approaches.

- D. Incorporate the details of Design Guidelines for New Downtown Buildings in the previous section when designing mixed use projects.

SIGNS

Signs that are compatible with the character of the historic downtown can be one of the most significant positive improvements, and at relatively low cost. It takes incorporating just a few characteristics into the design of a sign to make it fit within a historic area. With historic buildings ranging in age from the turn-of-the-century to the 1940's, a variety of sign styles could be considered; however, the sign style should be appropriate to the style of the building on which it will be placed. Chapter 18.54 - Signs of *the City of Greeley Development Code* regulates signage, and should be consulted before designing a sign. Occasionally signs were painted directly on historic building walls. Where these historic signs still exist, they should be preserved.



Appropriately-sized sign is quite visible



Small sign is visible and memorable

1. Size of Sign

In most cases, the largest historic signs on commercial buildings were those that stretched across a signband above the storefront. Signs that are limited to this size and smaller will not overwhelm the details of a historic building.

Guidelines

- A. The size of a sign should be limited to fit a display window, an awning, a signband, or a projecting sign board. In a pedestrian environment, smaller signs are more effective.
- B. A sign that is appropriate to its historic building may be smaller than the sign code allows. Study examples of signs from other historic downtowns for ideas.

C. Preserve historic signs painted directly on building walls.

2. Number of Signs

Many downtowns have a confusing array of signs that are permanent and temporary, big and small, colored and plain. This makes it hard to recognize the businesses within, or to appreciate the environment of the area.

Guidelines

- A. The number of signs on a building should be minimized. This will focus attention on the identity of the business.
- B. An effort should be made to minimize the number of public directional and street signs, and to coordinate their locations to the extent possible, so that they do not create a forest of poles and visual obstacles.

3. Types of Signs

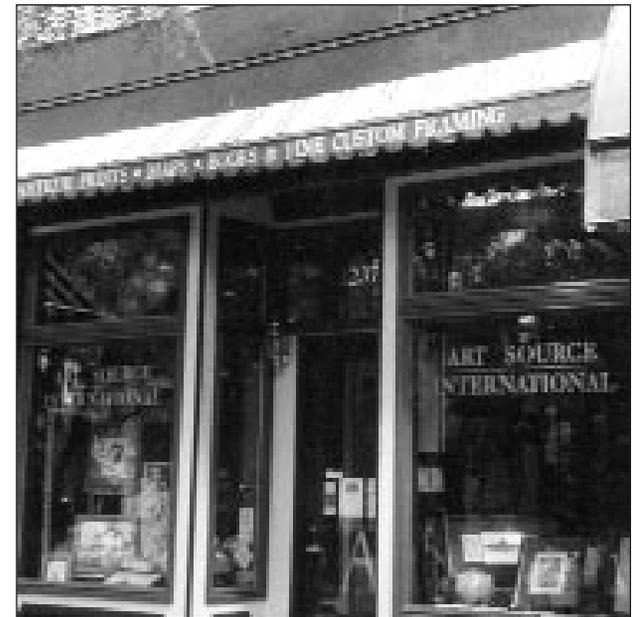
There are a variety of types of signs that will be compatible with the historic downtown.

Guidelines

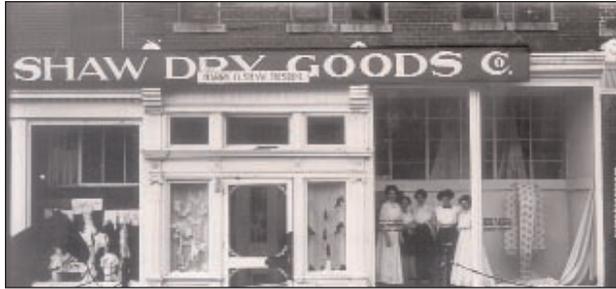
- A. Signs can be mounted on the building wall, project from the building wall, be painted on the display window, and/or put on an awning.
- B. Flush-mounted signs should generally be placed on the sign band or above the storefront.



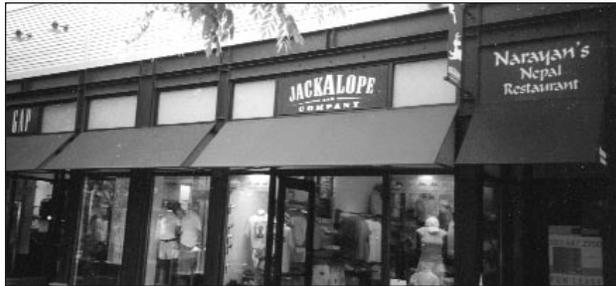
Limited number of signs focuses attention on the one important sign



Several types of signs attract attention



City of Greeley Museums - Hazel E. Johnson Collection
Historic lettering type



Contemporary versions of historic lettering types



Well known symbol sign

- C. Projecting signs should be hung well above head height of pedestrians (refer to the Greeley sign code), and should be placed to emphasize the entry, display, or other aspect of the business.
- D. Align new signs with existing signs along the street to re-establish the historic pattern.

4. Lettering on Signs

Lettering is one of the creative aspects of designing a sign, and can be utilized to make a memorable impact on patrons.

Guidelines

- A. The size and style of lettering should not overpower the sign, and it should be easy to read.
- B. Ornate or unusual type styles can be difficult to read.
- C. Historically, serif lettering styles were used for signs, and might be combined with a business logo to create an interesting sign.
- D. Symbol signs can be very memorable and appealing. An example of a symbol sign is a barber pole.

5. Lighting of Signs

Illumination in general is an important aspect of the character of a historic area, and lighting of signs contributes to the atmosphere of overall illumination. It is

important to be able to read business signs, but intense, moving or internal lighting distracts from the historic character of the larger area.

Guidelines

- A. Exterior lighting directed at a sign is the most appropriate method of lighting signs on historic areas. This type of lighting can also be used to illuminate identifying building features. It is also easier to maintain lighting that is not internal to the sign.
- B. Illuminating a sign from the interior, or with moving lights will not generally be appropriate to the character of a historic downtown.

6. Sign Materials

Part of the great variety of downtown signage are the materials they are made of. Limiting the number and type of sign materials can make a great improvement in the character of a historic downtown.

Guidelines

- A. The most appropriate sign materials will be painted and/or carved wood, individual wood or metal letters or symbols (cast plastic in this form may also be appropriate), stone such as slate, marble or sandstone, and painted, gilded or sandblasted glass.
- B. Plastic will generally be an inappropriate material for signs in a historic area.



Signs painted on brick walls were common on historic buildings

AWNINGS

Awnings are an important element in historic downtowns for both functional and aesthetic reasons. Awnings protect pedestrians from rain and sun, and also protect the displays from direct sunlight. They provide color and life to the street, identify individual businesses and are a location for signs.

Guidelines

- A. Awnings should be made of a durable material. Fabric is most appropriate, but other materials may also be used. Vinyl is a material commonly used for awnings. The vinyl surface should not be shiny, but rather should have more the character of fabric. Use of awnings can be an opportunity for accent color in the streetscape.
- B. Awnings should hang at an angle, and be mounted so that they hang from above the storefront, but below the signband, if one exists.
- C. Semi-circular awnings formed over frames are too contemporary in appearance to be appropriate in a historic downtown.
- D. Historic buildings occasionally had flat canopies of design appropriate to their building style; however, the flat metal canopies of more contemporary building periods are generally inappropriate for use in a historic area.
- E. Awnings should be fabricated and mounted in such a way that they will not be damaged by wind.



Awnings that are similar to those of turn-of-the-century downtown buildings



Contemporary awnings that incorporate important characteristics of historic awnings

BUILDING COLORS

Building colors are a somewhat subjective aesthetic consideration frequently reflecting personal taste. Paint is a relatively inexpensive improvement to a building and can be changed without necessarily damaging the building. This allows more flexibility in determining what is an appropriate building color in downtown Greeley. At the same time, observing some general guidelines regarding color will help such improvements contribute to a historic area, rather than detract from it.

Early paint schemes were simple because few colors were available. As cities became more prosperous and transportation systems linked them to more developed areas of the country, more paint colors and elaborate paint schemes became common. Historic western downtowns were predominantly masonry and painting was limited to wood trim and pressed or cast metal details. Many of Greeley's downtown buildings are either painted or have other materials covering the building faces. This provides for a great deal of variation and contrast of color in the historic area.

In downtown Greeley, many of the brick buildings have been altered or patched with different types of brick. Matching the original building brick in order to restore the original appearance may be very difficult. The brick of many of these buildings has deteriorated, and these two situations may be unusual circumstances that allow unpainted brick to be painted.

1. Paint Schemes

Guidelines

- A. Generally, the walls of the building should be a subdued color, while the trim could be a harmonizing color or contrasting one. Smaller details can be highlighted by a brighter accent color. It will not be appropriate to use a bright color for an entire building, and lighter tones of masonry hues will be most appropriate,
- B. Brick that has not been painted should not be painted, unless there are unusual circumstances, such as alterations and repairs using different brick, and_deteriorated brick. Painting may further damage deteriorated brick in some_circumstances, and painting unpainted brick should be evaluated on a case-by-case basis.

2. Wood Elements

Guidelines

- A. Wood elements should be painted and paint should be maintained. Weathered gray wood is deteriorated, and is not an appropriate visual treatment for the historic downtown.
- B. Redwood, cedar or other varieties left unfinished, or with a clear finish such as oil or synthetic sealers, are out of character with historic materials of the downtown, and this will not be an appropriate treatment.

3. Painted Masonry

Methods for cleaning paint from brick can damage the masonry face and cause accelerated deterioration, which may be impossible to remedy. If stripping paint from masonry is considered, do the following:

Guidelines

- A. Consult the most recent historic preservation literature and experts for cleaning methods and products. The Greeley Historic Preservation Specialist can help with this.
- B. Test various methods and products on small areas of the building wall that are not visible. If the test areas show damage, leave the building painted.
- C. Do not use harsh blasting methods to clean dirt and paint from masonry. It will damage the masonry.
- D. Use the services of a contractor with experience cleaning historic buildings.

PARKING STRUCTURES

Parking structures are a contemporary building type that has no historic precedent. It is essentially stacked storage of cars, frequently with a spiraling floor and open walls. There is very little that can be done to overcome the visual and urban design problems of basic structured parking, although filling in the walls, creating window openings and using masonry and stone building materials makes these buildings look better.

A more successful way of treating structured parking in historic downtowns is to wrap the street frontages in commercial and office space. This preserves the pedestrian character of the streetscape, and attracts shoppers and workers, maintaining activity and life in the area. This approach can be developed on as small an area as a quarter city block. The commercial and office spaces are not the standard sizes commonly leased in downtowns, but can provide attractive alternatives for smaller businesses and government offices.



Parking structure with commercial/office space wrap on one-half block

1. Parking Structures with Commercial/Office Space

Guidelines

- A. Commercial and office space should be located at the street facades of the parking structure. Stacking office space on floors above parking will not be appropriate.

- B. The architectural design of the street facades of this type of parking structure should incorporate the important characteristics of historic commercial buildings as described throughout these design guidelines, including but not limited to:
 - No setback at the front and sides;

 - Reflection of the underlying 25 foot to 50 foot lot layout in the articulation of the facade;

 - Transparent storefronts at the first floor;

 - Regularly-spaced, rectangular window openings at the second floor.

 - Brick, and brick with stone or cast concrete detailing are the most appropriate materials.

 - Cast concrete panels or stone aggregate panels will generally not be appropriate facade materials.



Parking structure with commercial/office space wrap on one-quarter block



Parking structure without wrap; incorporates some characteristics of historic buildings



Parking structure that is inappropriate in every characteristic for a historic downtown

C. Entry and exit to the parking structure should be designed for the minimum conflict with pedestrians. Exits, in particular, should be near an interior end of a street facade, or near an alley, and offer clear visibility to both the exiting automobile and any pedestrian walking by the parking structure.

D. Special attention should be given to the architectural design of the automobile entries and exits to make them fit into the architectural design of the street facades to the extent possible. These are large openings that make a significant visual impact.

2. Parking Structures without Commercial/Office Space

Parking structures should have a pedestrian-friendly street face, which is very difficult to accomplish in designing a parking structure without integrated commercial and office space. Because of this, parking structures with a commercial/office space wrap are preferred.

Guidelines

A. If this type of parking structure is the only option, it should be hidden behind other buildings to the extent possible. Every effort should be made to keep this type of parking from fronting on the street.

B. To the extent possible, the architectural design of this type of parking structure should incorporate elements of historic commercial buildings and be compatible with adjacent historic properties. These elements may include:

- No setback;

- Use flat floors wherever possible, and screen any sloping floors with opaque building walls;
 - Incorporating window opening pattern of large open first floor areas, and regularly-spaced openings at the second floor level;
 - Use of brick or brick with stone detailing; Concrete panels or stone aggregate panels will be inappropriate materials.
- C. Entry and exit to the parking structure should be designed for the minimum conflict with pedestrians. Exits, in particular, should be near an interior end of a street facade, or near an alley, and offer clear visibility to both the exiting automobile and any pedestrian walking by the parking structure.
- D. Measures, such as landscaping, to screen the automobiles inside the parking structure are encouraged.

ALLEYS

Alleys allow access to the rear of buildings and provide for service functions such as deliveries, trash removal, parking and storage. There is very little rear setback of buildings from the alley right of way in downtown Greeley. This eliminates most parking and storage, as well as the irregular appearance and cluttered environment that characterizes most urban alleys. Downtown Greeley alleys are very neat and enclosed where the buildings have not been replaced by parking lots. The service aspect of these alleys is important to the functioning of the businesses they serve and it should be preserved.



Downtown Greeley alley

1. Visual Character

The rear walls of the buildings along the alley are utilitarian in design, and extend to the rear property line, creating a strong edge on each side. In some locations, buildings along the alley have been demolished and there are now parking lots. This completely alters the visual character.

Guidelines

- A. The existing setback of the rear building walls at the alley should be maintained.
- B. Simple, undetailed brick will be most appropriate for alterations or new buildings.
- C. Re-establish the typical setback along the alley if redevelopment of parking lots is considered.

2. Alley Surface

Alley surfaces are presently paved from building wall to building wall. This is an important aspect of the appearance of downtown Greeley alleys.

Guidelines

- A. Maintain existing pavement in good condition.
- B. If downtown redevelopment re-establishes alleys or creates new ones, the surfaces should be paved from building wall to building wall.

3. Lighting

Alleys should be adequately lighted for safety; however high-output security lighting is too intense and harsh in character for a historic area. The visual impact from this type of lighting can be mitigated to some extent by aiming it downward, and mounting it on the building rather than on high utility poles.

Guidelines

- A. Consider the use of more numerous lighting fixtures to provide adequate illumination of alley spaces.
- B. Wall-mounted fixtures will be more visually appropriate than pole-mounted fixtures.



Unpaved alley in an area of residential buildings



Downtown Greeley alley



Alley entrances

4. Alley Entrances to Businesses

At the present time, alley entrances to businesses are primarily for service use rather than for patrons. Due to the narrowness of the alleys, intensive use by patrons may be in conflict with necessary service uses. In the future, patron entrances to businesses from the alleys may be desirable, and care should be given to minimize the conflicts with service uses when establishing alley entrances.

Guidelines

- A. Alley entrances to businesses should generally be reserved for service uses.
- B. If patron access is desired, the alley entrance should be recessed from the rear building wall at the alley to ensure safety of patrons exiting the building.

STREETSCAPE

The character of a historic downtown is created by more than just the individual buildings. The public areas of streets, sidewalks, plazas, parks and parking areas in relationship to the arrangement of buildings are all significant visual elements of the downtown. Greeley has made many significant public improvements to the downtown, including pedestrian malls, plazas, walkways, benches, lighting, planters, trash receptacles, and parking. These improvements have been done with sensitivity and contribute to the historic character of the downtown. The same sensitivity should be given to new public projects and to similar projects that are required of private development. Historic areas are attractive to pedestrians because of the building scale and storefronts of the first floors. While a unified design for streetscape improvements is not the whole solution to revitalizing a downtown, such improvements can link the entire downtown area and encourage pedestrian traffic. If the design is appropriate to the era of significance of the historic area, it can also preserve and enhance its historic character.



Downtown parking lot without many improvements

1. Parking Lots

Downtown Greeley has many surface parking lots. It is likely that some will be redeveloped in the future; however, parking lots make a significant visual impact

in a historic area and attention should be focused on improvements that will make them fit in better. Demolishing buildings and creating parking impacts the historic character of the area by disrupting the urban pattern, even if the demolished buildings are not historic.

Guidelines

- A. Existing buildings should not be demolished to create parking.
- B. Parking lots should incorporate landscaping materials, especially trees, to the greatest extent possible to make them into amenities.
- C. An edge along the street edge should be created with masonry walls and landscaping materials.
- D. Pavement should be maintained, and have efficient parking layouts and circulation.
- E. Greeley's downtown public parking lots are well signed, and pedestrian connections have been developed. This should be part of any future public parking improvement, and should also be incorporated into private development of parking lots.



Landscaped parking lot

2. Street Trees

Street trees are an important element in the arid west. They provide relief from harsh light and improve the experience of pedestrians by providing shade. Downtown Greeley has street trees regularly spaced along most streets, although they are not yet fully mature. There are also many street trees in the pedestrian

malls and plazas, along with other types of landscape materials; however many of the trees in the malls have grown so large that they obscure the buildings.

Guidelines

- A. Street trees could be added to streets where this improvement has not yet been made. This might occur as part of a larger public improvement project or as part of a single site redevelopment project.
- B. Consider adding street trees to parking lots and pedestrian routes where landscaping has not already been improved.
- C. Species of trees should be carefully chosen for appropriate size and hardiness.

3. Sidewalks

Greeley sidewalks are typical of many downtowns. They are relatively narrow and heavily used. Benches, trash receptacles, newspaper vending machines and planters all vie for space with pedestrians. A thoughtful design for placement of these elements can help eliminate conflicts for space. This has been done in areas of the downtown, and continuing this effort throughout the historic area would have a unifying effect. In addition, as downtown revitalization measures take effect, more eating establishments will locate downtown, and sidewalk seating will become more prevalent. Accommodating this downtown amenity will take some careful planning.



Street trees along 10th Street



Greeley sidewalk with limited area for street furniture

Guidelines

- A. Maintain sidewalks in good condition. Gray, broom-finished concrete has a neutral appearance, and is easy to repair.
- B. Where possible, locate street furnishings in such a way as to allow good pedestrian access along sidewalks and into businesses. This may mean placing planters, benches, etc. at block corners and other strategic locations where sidewalks can be widened.
- C. Consider establishing a plan to guide the provision and location of street furnishings in both public private downtown redevelopment projects.

4. Street Lights

Contemporary street lights in a historic area are visually incompatible in appearance and in the quality of light they yield. Street lighting throughout downtown Greeley is of this type.

Guidelines

- A. Street lights with a more historic character might be considered for use throughout the downtown as part of an improvement project. Good examples of such street lights have already been added in some locations downtown.
- B. The visual impact of contemporary street lights can be lessened by painting the bright metal a dark gray or black.



Contemporary street light



Street light of historic design

5. Street Furniture

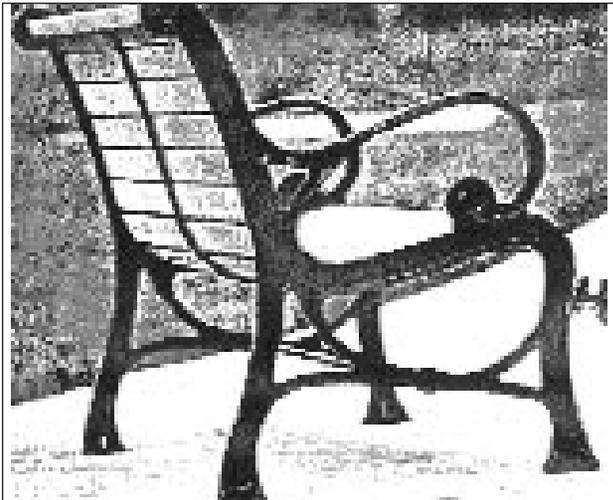
Street furniture includes such things as benches, portable planters and trash receptacles. These are simple elements, but can make a significant visual impact to a historic area if they are inappropriately contemporary in appearance. There are excellent examples of appropriate street furniture in downtown Greeley, for example in the pedestrian malls.



Street furniture



Street furniture on Greeley's 9th Avenue

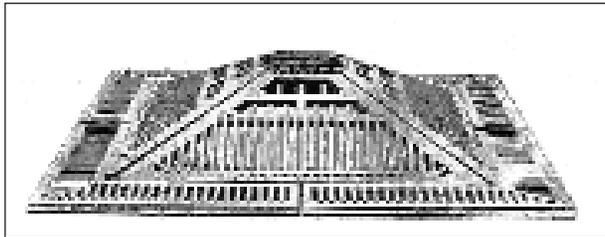


Example of bench design appropriate for historic area

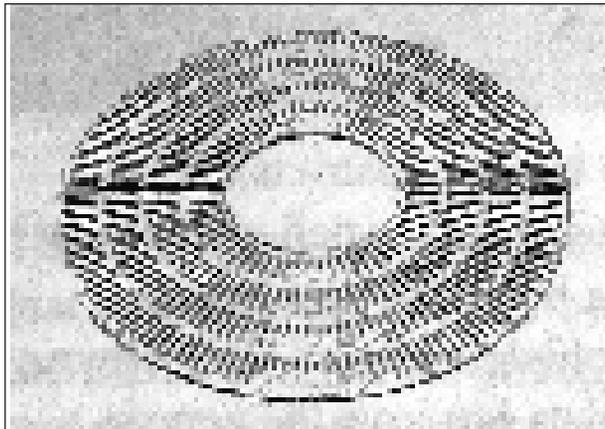
Guidelines

- A. Additional street furniture should be part of public or private downtown redevelopment. Consider a common design throughout the downtown for its unifying benefits.

- B. Select products of a simple historic design that use durable materials. Many manufacturers now include historic designs in their product lines.



Tree grates



Trash receptacle design appropriate for historic area

MAINTENANCE PROCEDURES

Many of the causes of deterioration of historic buildings can be eliminated by maintenance procedures. Identifying exactly what is damaging a building, and eliminating or controlling the cause can be a critical part of a renovation project. If this is not done effectively, even the best renovation work can be reversed and the long term survival of the building can be threatened. Once the renovation is completed, the owner should regularly inspect the entire building for signs of deterioration. When attended to immediately, the repairs can be relatively simple and inexpensive. If let go, damage can be difficult and costly to fix.

Most building damage is caused by moisture, and controlling moisture and directing it away from the building is the objective of most maintenance. The following are important maintenance procedures:

1. Roofing

Guidelines

- A. An intact roof is the first line of defense against moisture penetration. Flat roofs should have an impervious membrane over a structure that is sloped enough to drain water.
- B. Parapet walls, skylights, and mechanical equipment should be carefully flashed.
- C. All caulking should adhere to both sides of the space being caulked and should have a smooth elastic surface. If caulking has pulled away from the sides or is cracked, it should be replaced.

- D. Sloped roofs should be protected with shingles or metal roofing. The seams and seals should be intact, and any roof penetrations, such as dormers, skylights, chimneys and vents should be carefully flashed.

2. Gutters and Downspouts

Guidelines

- A. Roof drainage should be directed to scuppers or to gutters, then into downspouts to carry moisture away from the roof.
- B. Scuppers and gutters, downspouts and their connections must be kept intact, sloped to drain, and clear of leaves and debris. Much damage is caused by overflowing scuppers or gutters, or leaks in seams connecting parts of the drainage system. This allows water to wash down the face of the building in a concentrated area, which damages paint, masonry, mortar and sometimes the foundation.

3. Masonry Reconstruction

Guidelines

- A. Moisture damage to masonry can be severe enough to require the replacement of some masonry units. Where faces of brick have spalled off, the entire brick unit should be replaced. The color and size of the brick should be carefully matched.
- B. Stone with spalled faces may be repaired by adding a new face attached with dowels set in epoxy. The stone type and color should be carefully matched, as should the treatment of the stone face.

- C. The details of the masonry joints should be carefully matched to the original joints. The thickness of the joint is very important, as is the color of the original mortar, and the profile of the face of the mortar joint.

- D. The original mortar can be analyzed in a laboratory to determine the components and their ratios, so the mortar can be duplicated. Historic masonry buildings were constructed without expansion joints, and all the expansion and contraction of the building has to be accommodated by the mortar joints. Today's Portland cement-based mortars are too rigid and can damage the masonry by inelasticity. Repairs and repointing should generally use a lime-based mortar matching the original mix, color and texture.

- E. In repointing masonry, deteriorated mortar should be removed by hand, without damaging the masonry units. Mortar that matches the original should be placed in clean joints. The original joint width, profile and mortar color should be matched. Mortar should be carefully cleaned from the face of the masonry.

4. Miscellaneous Maintenance

Guidelines

- A. Wood should be painted to protect the surface from deterioration. Cracked paint should be scraped away, cracks should be filled and sanded, the surfaces to be painted should be primed, and the wood surface repainted.

- B. Glazing in windows and doors should be securely fastened with glazing putty, which should be replaced if it is dried out and cracked.

- C. Flashing around wall openings, foundations, additions and other details should be carefully maintained with seams intact.

DEMOLITION

Demolition of a historic building in downtown Greeley should be considered only as a last resort, and after every other alternative has been carefully evaluated and found not to be feasible. There are many ways to make older buildings function for today's needs and many fine historic buildings have been lost because their reuse was not viewed as important. If demolition is considered, plans for a replacement building should be approved with input from the Historic Preservation Commission before any demolition is undertaken.

Demolition requires a permit from the City of Greeley. Property owners must have a Certificate of Approval from the Historic Preservation Commission before a demolition permit can be obtained for a designated historic building or for a building in a designated historic district.

APPENDIX 1 - GLOSSARY

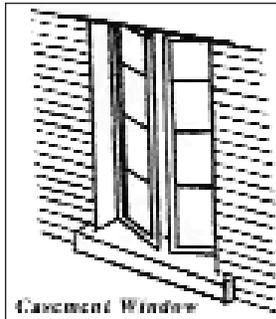
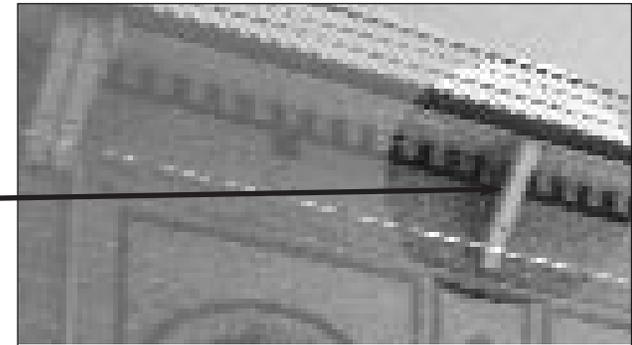
Addition - a portion of a structure built after the original structure was completed.

Alignment - the linear relationship of structures or parts of structures to each other.

Alteration - change made to the original fabric of a structure, site or object.

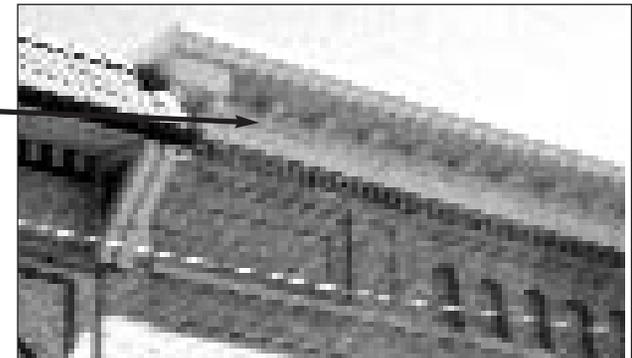
Articulation - the manner in which various building elements are arranged, or features are arranged on a building elevation.

Brackets - a projecting support placed under an architectural overhang such as a cornice or eave.

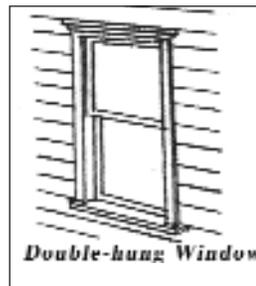


Casement Window - a window with side-by-side sashes that pivot outward to open.

Cornice - any molded projection that crowns or finishes the part to which it is attached; a term commonly applied to the top courses of a masonry wall when treated as a crowning member.

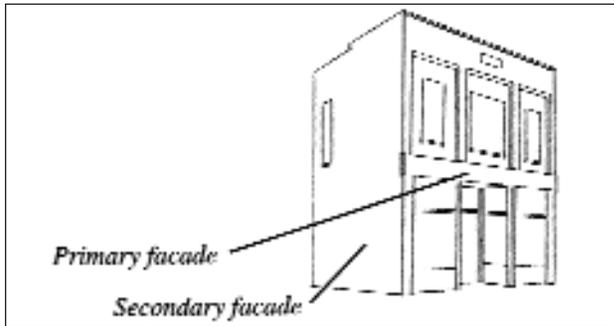


Double-hung Window - a window with an upper and lower sash, each movable.



Dormer - a roofed structure that contains one or more windows and projects from a sloped roof.

Elevation - the straight-on view of building wall.



Facade - the exterior face of a building that is the architectural front, sometimes distinguished from other faces of the building by more elaborate detail.

For corner buildings: primary facade - front face on the main street;
secondary facade - face on side street.

Face Block - a series of structures placed parallel to a street along one side of a city block.

Flashing - strips of sheet metal arranged with building materials in such a way as to keep water from penetrating the roof or walls.

Flat Roof - a roof structure that has only enough slope to drain water, and is most frequently surrounded by a parapet.

Gable Roof - a roof that slopes up from two building walls to a ridge at the top of the roof; a gable is the triangular portion of the end of the building beneath the roof.



front gable - triangular end to the front/back of the building

side gable - triangular end to the sides of the building

Glazing - window glass.

Head - Upper horizontal framing member of a door or window; frequently ornamented.

Hip Roof - a roof that slopes up to the peak of the roof from all four sides of a building.

Interpretation - examination of available evidence to determine the accurate history of a building, structure, site, or object.

Jamb - The side framing member of a door or window.

Lamp - a generic term for a man-made source of light.

Luminaire - a complete lighting unit consisting of a lamp or lamps together with the parts designed to distribute the light, to position and protect the lamps, and to connect the lamps to the power supply.

Mansard Roof - a roof with two slopes on all four sides, the lower slope being the steeper.

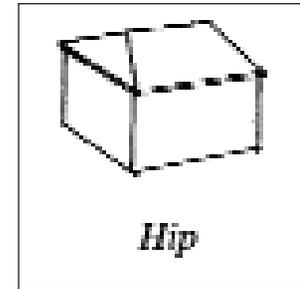
Masonry - construction of brick, stone or other material requiring mortar.

Massing - size, height and proportion of a building or structure.

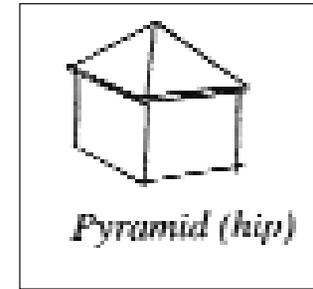
Molding - a construction or decorative element that has a variety of contours or outlines.

Original Feature - an element of a building installed at the time of construction or other time during the period of significance.

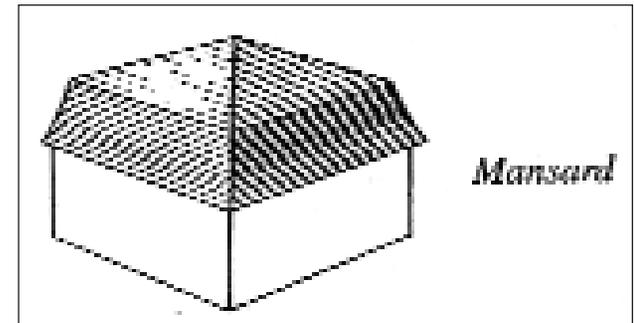
Original Material - a material used at the time of construction or other time during the period of significance.



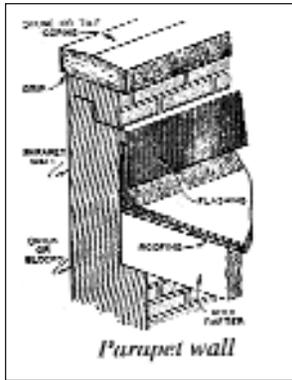
Hip



Pyramid (hip)



Mansard



Parapet - a protective railing or low wall along the edge of a roof, balcony, bridge or terrace.

Parapet Wall - that portion of any exterior wall that extends above the roof line; a wall that serves as a guard at the edge of the roof.

Pitched Roof - a roof that slopes from the side wall to the peak of the roof.

Porch - a structure attached to a building to shelter an entrance.

Primary Structure - The main structure on a property.

Scupper - an opening in a parapet wall to allow water to drain from the roof.

Secondary Structure - a smaller or lesser structure associated with a primary structure on a property.

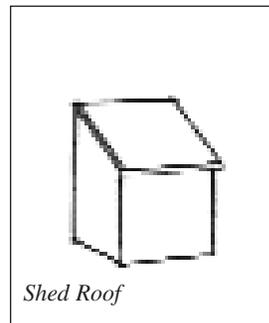
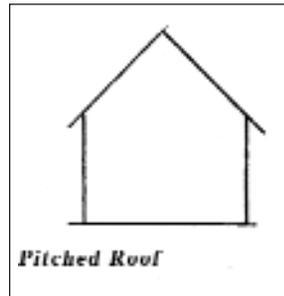
Sash - the moveable framework holding the glass in a window.

Setback - the distance a structure is located from the street, other public way, or property line.

Shed Roof - a pitched roof with a single plane.

Siding - a material used to weatherproof the structural framing of a building.

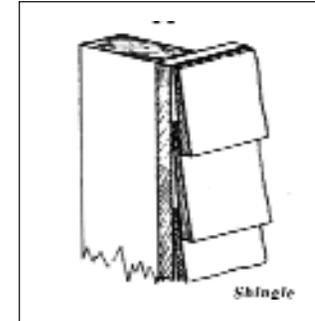
Board and Batten - Vertical boards with narrow vertical strips placed over the joints between the boards.



Lap - narrow, horizontal strips of wood that are slightly thicker at the bottom, and overlap. Also known as clapboard or beveled board siding.

Shingle - overlapping wood shingles used as an accent or as a primary siding material; comes in various shapes, including square, fishscale, diamond, etc.

Shiplap - narrow strips of wood pieced together flush to appear as a flat wall with horizontal lines.



Sill - the bottom framing member of a door or window.

Site Feature - a component of the property surrounding the structure, including retaining walls, fences, walkways, landscaping, gardens, planted medians, tree lawns and monuments.

Spall - a small fragment or chip removed from the face of a stone or brick by the action of the elements.

Storefront - a standard arrangement of first floor building details of a retail business. With some small variations, these details include large glass display windows with a kick plate or base below; recessed entry; large windows above the display windows; and a sign band across the entire storefront.

Streetscape - the relationship of the street, landscaping, and other buildings as seen by the eye of one view.

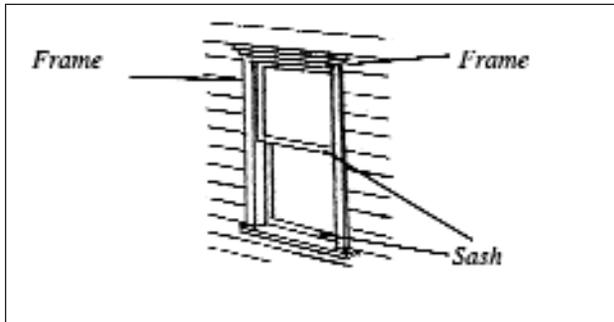
Transom - windows above the display windows in a storefront.

Tree grate - ornamental cast metal used to cover and protect the dirt area around street trees.

Tree guard - cylinder made up of metal strips, frequently in an ornamental design, that protects the trunks of street trees.

Tree Lawn - the landscaped area between the street and sidewalk.

Window - opening in the building wall, filled by sash, frame, head, sill and glazing.



APPENDIX 2

SECRETARY OF THE INTERIOR'S STANDARDS FOR REHABILITATION OF HISTORIC BUILDINGS

The Secretary of the Interior's Standards for the Treatment of Historic Properties were developed in 1979 to serve as the basis for the federal and state preservation program. Since that time, they have been widely accepted at the federal, state, and local level as the basis for sound treatment of historic buildings.

The Greeley Historic Preservation Commission has adopted the most recent version of the *Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings* as a basis for its design review and rehabilitation guidelines. The *Design Guidelines for Downtown Greeley* incorporates the Secretary of the Interior's Standards throughout. Definitions and the ten standards are summarized below.

Rehabilitation is defined as: The act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.

Rehabilitation as a treatment: When repair and replacement of deteriorated features are necessary; when alterations or additions to the property are planned for a new or continued use; and when its depiction at a particular period of time is not appropriate, rehabilitation may be considered as a treatment.

- 1) A property will be used as it was historically, or be given a new use that requires minimal change to its distinctive materials, features, spaces and spatial relationships.
- 2) The historic character of a property shall be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
- 3) Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other buildings, will not be undertaken.
- 4) Changes to a property that have acquired historic significance in their own right will be retained and preserved.
- 5) Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
- 6) Deteriorated historic features will be repaired rather than replaced. Where the severity of the deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
- 7) Chemical and physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

- 8) Archaeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
- 9) New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale, and proportion and massing.
- 10) New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.