

**Staff Report**  
**(with attachments)**  
**Presented to the**  
Historic Preservation Commission  
April 17, 2024

# STAFF REPORT

Historic Preservation Commission

April 17, 2024

## PROJECT NAME

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**2601 S. COLLEGE: APPEAL OF DETERMINATION OF ELIGIBILITY**

STAFF: Jim Bertolini, Senior Historic Preservation Planner  
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## PROJECT INFORMATION

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**DESCRIPTION:** This item is to consider the appeal of the determination of eligibility for Fort Collins Landmark designation of the commercial property at 2601 South College Avenue. On October 17, 2023, in fulfillment of a pre-submittal requirement for a development review application, staff determined that the property was Landmark-eligible based on evidence and conclusions presented by an independent historic survey contractor in an intensive-level survey form. When undergoing development review, Landmark-eligible properties are subject to the historic resource requirements in Fort Collins Land Use Code Section 3.4.7. Staff decisions may be appealed to the Historic Preservation Commission.

**APPELLANT:** DRACOL, LLC

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## HPC'S ROLE:

Section 14-23 of the Fort Collins Municipal Code establishes that “any determination made by staff regarding eligibility may be appealed to the Commission by the applicant, any resident of the City, or owner of property in the City.” In this hearing, the Commission shall consider an appeal of the determination of eligibility for 2601 S. College Avenue, based on the provided evidence from the initial determination (Colorado Cultural Resource Survey Architectural Inventory 1403 form) and any new evidence presented at the hearing. The Commission must use the standards for determining the eligibility of sites, structures, objects, and districts for designation as Fort Collins landmarks in Section 14-22 of the municipal code to make its own determination of eligibility. Final decisions of the Commission shall be subject to the right of appeal to the Fort Collins City Council (Section 14-9).

## BACKGROUND

On October 17, 2023, City staff determined the property at 2601 S. College to be Eligible as a Fort Collins Landmark, thus meeting the definition of an “historic resource” under Municipal Code 14-3, in response to a preliminary development review (PDR) application received on July 19, 2023. Per the requirements of Section 3.4.7 of the Land Use Code, adaptive reuse of historic resources on development sites in a manner consistent with the Secretary of Interior’s Standards for Rehabilitation is required, subject to the potential for a Modification of Standards under Land Use Code 2.8. Staff decisions regarding eligibility for historic status are subject to appeal to the Historic Preservation Commission within 14 days of the determination issue date, per Sec. 14-23(b) of the code. The property owner appealed the staff

determination on October 23, 2023. The HPC meeting was scheduled for April 17, 2024, to accommodate the appellant's need to consult with their own historic preservation consultant and legal counsel.

### **Property History**

*This section is largely reproduced and adapted from Attachment 1, the staff-produced historic survey form for the property.*

This site is the Ghent Automobile Dealership, constructed in 1966. It consists of three features: an irregular plan showroom and service center (Feature 1), a rectangular plan building constructed for use as a used car office (Feature 2), and a set of detached concrete stairs (Feature 3) belonging to the W. A. Drake farm which occupied the site prior to the dealership. Frank Ghent began selling cars in 1926 and continued to work in the automotive industry through the 1980s. In 1940, Ghent took over the Ford Automobile dealership at 205 N. College. With the help of his sons, Eldon and Dwight, the Ghents opened a used car dealership across the street and a service and parts store several blocks away. The business relocated to this site in 1966 and combined all aspects of their dealership on one property. The site is significant under Fort Collins Significance Standards 1, 2, and 3 for its association with the post-war movement of businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city, for its association with the Ghent family, as an excellent representation of mid-century automobile dealership design, and as a representation of the Modern Movement / Contemporary architectural style.

### **Automobiles in Fort Collins**

Invented in the late nineteenth-century, the automobile has transformed American life and space. Early automobiles were a luxury of the wealthy, as most Americans traveled by foot, horsepower, or railroad. The first automobile appeared in Fort Collins in 1902, driven by County Judge J. Mack Mills. Ownership grew slowly, and it was more than a year later before the next automobile came to town. By 1909, the city clerk reported 140 vehicles registered to Fort Collins residents. With a population of approximately 8,000 in 1910, it is apparent that automobile ownership continued to be a recreational expense only for the elite of Fort Collins. Introduction of enclosed cabs, easy starters, and the innovation of mass production techniques by Henry Ford in the 1910s significantly reduced the cost of construction and made automobiles more attractive to middle-class Americans. Ownership rose drastically in the 1920s, buoyed by economic prosperity and the easy availability of credit. By 1927, more than 50% of Americans owned a car, shifting car culture from a luxury expense of the wealthy to a requirement of life in the United States.

As the United States entered the post-war era, car manufacturers quickly shifted back to producing automobiles. Many Americans had put off buying a new vehicle during the previous decades of depression and war and consumer demand for new cars rose to a new high in 1949. Car purchases increased through the 1950s, fueled by fears that involvement in the Korean War would again restrict automobile manufacturing. Although automobile designs in the late 1940s appeared very similar to pre-war vehicles, car manufacturers were soon debuting new sleek, streamlined, modern designs; frequently changing features and body styles encouraged the purchase of a new, updated automobile. Post war prosperity coupled with easily available credit and the connection of consumerism to patriotism drove the emergence of a uniquely American car culture. Families moved away from the city center into newly developed suburbs where daily tasks, like running errands and going to work, required use of an automobile. For local Fort Collins residents, the dominance of individual automobile transportation was secured when the city's streetcar system, established in 1907, closed in 1951.

In Fort Collins, the thriving postwar economy drove a building boom that lasted into the 1970s. As automobile use became the norm, businesses accommodated drivers with easy access, free parking, and drive-up services. Even Fort Collins' new City Hall, constructed in 1958, included a drive-up window for utility payments. Although the city's wide streets and availability of parking allowed merchants to remain profitable downtown for longer than other cities, by the 1960s, several of the main retail establishments were beginning to relocate away from downtown. J.C. Penny constructed a new store on South College Avenue in 1963 and Montgomery Ward relocated to the new University Shopping Center that same year. Downtown automobile vendors were a significant part of this trend as well.

### **The Ghent Dealership**

In 1936, Art Sheely constructed a new Moderne style showroom at 330 S. College. The building occupied a corner lot along the main thoroughfare and was located slightly farther away from downtown than earlier dealerships; several residences had to be demolished prior to construction.<sup>22</sup> The building was asymmetrical with large front windows, a stepped parapet with horizontal lines, and a large Chrysler-Plymouth neon sign over the primary entrance.<sup>23</sup> Dreiling Motors also constructed a new dealership in 1943 at 230 S. College. The stucco-clad building supported banks of large, plate glass windows, an inset corner entrance with gasoline pumps, and a large lighted, curved sign which advertised GMC Trucks and Buick.

Few dealerships were constructed during WWII, but pent-up consumer demand and a shift towards car culture led to a proliferation of new auto dealers and showrooms postwar. With heightened competition, dealers needed to set themselves apart and capture the interest of their increasingly mobile customers. Car manufacturers began to print informational booklets for dealers which provided advice on planning new dealerships and shared the results of dealership design competitions. Planning Automobile Dealer Properties, produced in 1948 by General Motors Corporation, provided guidance for business owners looking to construct a new dealership. The book's first eighteen pages detail the importance of the showroom, which acted as a continuous advertisement for the cars located within. The guide noted that showrooms should be sited in the most prominent location, "so that it is seen- by the largest amount of traffic, for the longest period of time, and at the most frequent intervals"; this was essential as traffic, "is the raw material from which all customers are derived." The book considered such details as proper viewing distance from automobile traffic, shape and angle of store windows, the importance of natural lighting, canopies, roof supports, and display backgrounds. Dealerships also utilized other features to further catch the eye of potential customers including large colorful signs that moved or blinked and using dramatic exaggeration of the building's structural elements like folded-plate roofs and asymmetrical massing.

The number of Fort Collins automobile dealerships increased significantly following WWII. The 1936 city directory lists eleven automobile sellers and by 1960, the number had increased to nineteen. A 1953 promotional publication from the Securities Investment Corporation entitled, The Counselor, described the auto industry as "vital" to the Fort Collins economy. "With 893 people dependent directly upon the automotive industry...with a total volume of \$6,802,086.89 in new car sales and service during the last year, and with a combined payroll of \$893,877.95... this industry represents a very vital part in the general economy of the community."

As the city's population skyrocketed and new cars increased in size, dealers looked towards the outskirts of town for expansion. Several dealerships moved north along College Avenue and new dealerships emerged at 742, 910, 1110, 1006, and 1827 North College by 1960. Fewer dealerships looked to the south; it wasn't until 1964 that the first automobile dealership moved past the 400 block of South College. That year, Rauch Motors constructed a new dealership at 2000 S. College. The business was short-lived, closing in 1972, but lead the way for others moving in that direction including Ghent Motors at 2601 S. College in 1966, Ferd Markley to 3401 S. College in 1973, and Dick Dellenbach to 3111 S. College in 1971.

### **Ghent Dealership**

By 1964, Ghent Motors was considering a move away from their downtown location. In a 1987 edition of *Business World*, local competitor Gene Markley of Markley Motors remembers the move, "Ghent was the first to go south... We all thought he was a little crazy for moving out into the country". The new 5-acre location at the corner of Drake Road and College Avenue had been a part of the W. A. Drake Farm and was first developed only as an additional car lot. An advertisement for the South College Sales Lot's grand opening located the dealership's expansion squarely within the context of Fort Collins' mid-century growth and the subsequent movement of commercial properties away from the city center. The South College lot was, "Expanding with Growing Fort Collins" and the ad noted, "Now as our city grows we add a modern, well lighted car lot to serve Fort Collins even better".



In February of 1966, the new dealership complex was announced. A good deal of research was conducted prior to its development, a 1966 *Coloradoan* article noted the Ghents, “traveled to several states, looking at new dealer buildings and gathering ideas the last five years before the original new design was reached”. The new complex boasted a five-car, glass-fronted showroom, 32 service stalls, doubled body shop space, and a drive-up window for parts purchasing; two acres of the site were reserved for customer parking while the remaining three acres housed the vehicle inventory and buildings. Denver architects Moore, Combs, and Burch designed the buildings with modern materials and features including air conditioning, laminated wood beams, and a pre-stressed concrete roof. A separate building housed the used car office (Feature 2).

### Site History

A car wash was added to the site in 1972. The building was located at the northwest corner of the site and was removed between 1983-1999. In 1976, chain link fencing was added around the rear parking area and prefabricated buildings were installed, although their exact location is unknown. The roof of the west portion was replaced in 1997 with EPDM roofing (synthetic rubber). In 1998, the east portion roof was replaced with 18-inch standing seam metal panels. Other alterations since the time of construction include the replacement of at least 14 overhead service doors with modern counterparts; the exact date of this change is unknown.

Previous documentation for this site posited that the canopy on the east-northeast elevation was added after the building’s original construction date of 1966. Although there are several construction images that show the building without the canopy, a 1966 photo in the *Coloradoan* provides evidence that it was constructed at the same time as the remainder of the dealership. In addition, an artist sketch of the building’s design printed in February of that year depicts the canopy, indicating it was an integral part of the building from the design stage.

The previous documentation also notes the two shed-roofed additions to the west elevation were added in 2004 as documented by plans held at the Fort Collins Permit Office. These plans could not be relocated during this project and historic aerial images indicate the additions were added between 1983-1999.

2018 DOE and Development Review History: On October 16, 2017, a development applicant first contacted Historic Preservation Services to complete an historic review of the property at 2601 S. College Avenue. Under a previous code process that did not require completion of an intensive-level historic survey as the basis for a determination of eligibility, on October 26, the CDNS Director and the Chair of the LPC (Landmark Preservation Commission, now the HPC) determined the property was an historic resource based on landmark eligibility. The applicant appealed that decision, which was heard by the LPC on February 21, 2018. After discussion, the LPC determined the property Eligible as an historic resource. The appellant appealed the LPC decision to City Council, which heard the matter on April 3 and determined the property Not Eligible for landmark designation. Determinations of eligibility are valid for five years per Sec. 14-23(a). City Council’s 2018 determination expired five years following the decision on April 3, 2023 (see LUC 3.4.7, C, 1). At the HPC’s request, this process record has been added as Attachment 5, for reference.

August 16, 2023 – Preliminary Development Review: The property in question is part of a redevelopment proposal submitted by Norris Design. At their preliminary development review hearing with City staff on August 16, Preservation staff identified the need for historic survey of 2601 S. College Avenue, 2627 S. College Avenue, and 132 W Thunderbird Drive, because all three properties lacked official determinations of eligibility completed within the last five years.

August 23, 2023 – Survey Ordered: On August 23, 2023 payment was received from the applicant for historic survey of the three properties. Preservation staff completed the survey.

October 17, 2023 – Survey Completed and Transmitted: On October 17, 2023, staff transmitted the results of the survey to the developers and the owners of record for both properties. Staff found that 2601 S. College Avenue is Eligible, based on its significance under Standards 1, 2, and 3. Staff also

determined that 2627 S College Avenue and 132 W Thunderbird Drive are Not Eligible under any applicable criteria.

October 27, 2023 – Appeal Received – On October 27, staff received an appeal of the finding of Eligible for 2601 S. College from Kriss Spradley on behalf of the owner, DRACOL LLC. Per the appellant’s request, staff scheduled the hearing for April 2024 HPC meeting.

**RELEVANT CODES AND PROCESSES FOR HISTORIC REVIEW**

Sec. 14-22. - Standards for determining the eligibility of sites, structures, objects and districts for designation as landmarks or landmark districts.

A determination of eligibility for landmark designation typically applies to the entire lot, lots, or area of property upon which the landmark is located and may include structures, objects, or landscape features not eligible for landmark designation located on such lot, lots, or area of property. In order for a district to be eligible for landmark district designation, at least fifty (50) percent of the properties contained within the proposed landmark district must qualify as contributing to the district. Resources eligible for landmark designation or eligible to contribute to a landmark district must possess both significance and integrity as follows:

- (a) Significance is the importance of a site, structure, object, or district to the history, architecture, archeology, engineering or culture of our community, State or Nation. Significance is achieved through meeting one (1) or more of four (4) standards recognized by the U.S. Department of Interior, National Park Service. These standards define how resources are significant for their association with events or persons, in design or construction, or for their information potential. The criteria for determining significance are as follows:
  - (1) Events. Resources may be determined to be significant if they are associated with events that have made a recognizable contribution to the broad patterns of the history of the community, State or Nation. A resource can be associated with either, or both, of two (2) types of events:
    - a. A specific event marking an important moment in Fort Collins prehistory or history; and/or
    - b. A pattern of events or a historic trend that made a recognizable contribution to the development of the community, State or Nation.
  - (2) Persons/Groups. Resources may be determined to be significant if they are associated with the lives of persons or groups of persons recognizable in the history of the community, State or Nation whose specific contributions to that history can be identified and documented.
  - (3) Design/Construction. Resources may be determined to be significant if they embody the identifiable characteristics of a type, period or method of construction; represent the work of a craftsman or architect whose work is distinguishable from others by its characteristic style and quality; possess high artistic values or design concepts; or are part of a recognizable and distinguishable group of resources. This standard applies to such disciplines as formal and vernacular architecture, landscape architecture, engineering and artwork, by either an individual or a group. A resource can be significant not only for the way it was originally constructed or crafted, but also for the way it was adapted at a later period, or for the way it illustrates changing tastes, attitudes, and/or uses over a period of time. Examples are residential buildings which represent the socioeconomic classes within a community, but which frequently are vernacular in nature and do not have high artistic values.
  - (4) Information potential. Resources may be determined to be significant if they have yielded, or may be likely to yield, information important in prehistory or history.
- (b) Integrity is the ability of a site, structure, object, or district to be able to convey its significance. The integrity of a resource is based on the degree to which it retains all or some of seven (7) aspects or qualities established by the U.S. Department of Interior, National Park Service: location, design, setting, materials, workmanship, feeling and association. All seven (7) qualities

do not need to be present for a site, structure, object, or district to be eligible as long as the overall sense of past time and place is evident. The criteria for determining integrity are as follows:

- (1) Location is the place where the resource was constructed or the place where the historic or prehistoric event occurred.
- (2) Design is the combination of elements that create the form, plan space, structure and style of a resource.
- (3) Setting is the physical environment of a resource. Whereas location refers to the specific place where a resource was built or an event occurred, setting refers to the character of the place in which the resource played its historic or prehistoric role. It involves how, not just where, the resource is situated and its relationship to the surrounding features and open space.
- (4) Materials are the physical elements that form a resource.
- (5) Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure or site.
- (6) Feeling is a resource's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the resource's historic or prehistoric character.
- (7) Association is the direct link between an important event or person and a historic or prehistoric resource. A resource retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a resource's historic or prehistoric character.

(Ord. No. [034, 2019](#), § 2, 3-5-19)

Sec. 14-23. - Process for determining the eligibility of sites, structures, objects and districts for designation as Fort Collins landmarks or landmark districts.

- (a) Application. [Omitted – this code section applies to applications for formal Landmark designation, and not to determinations of eligibility for development review purposes under Land Use Code 3.4.7].
- (b) Appeal of determination. Any determination made by staff regarding eligibility may be appealed to the Commission by the applicant, any resident of the City, or owner of property in the City. Such appeal shall be set forth in writing and filed with the Director within fourteen (14) days of the date of the staff's determination. The appeal shall include an intensive-level Colorado Cultural Resource Survey Form for each resource that is subject to appeal, prepared by an expert in historic preservation acceptable to the Director and the appellant, with the completion cost of such intensive-level survey to be paid by the appellant. Such survey need not be filed with the appeal but must be filed at least fourteen (14) days prior to the hearing of the appeal. The Director shall schedule a date for hearing the appeal before the Commission as expeditiously as possible. Not less than fourteen (14) days prior to the date of the hearing, the Director shall: (1) Provide the appellant and any owner of any resource at issue with written notice of the date, time and place of the hearing of the appeal by first class mail; (2) Publish notice of the hearing in a newspaper of general circulation in the City; and (3) Cause a sign readable from a public point of access to be posted on or near the property containing the resource under review stating how additional information may be obtained.

(Ord. No. [034, 2019](#), § 2, 3-5-19)

**ELIGIBILITY SUMMARY**

From the Colorado Cultural Resource Survey Form (1403) for 2601 S. College Avenue, Preservation staff found the property Eligible for designation as a Fort Collins Landmark and subject to the provisions for historic resources in Land Use Code 3.4.7. Staff made that finding based on the 2023 research process, applicable standards, and best practice guidance. Since the City's eligibility standards are based heavily on the Criteria used by the federal government to administer the National Register of Historic Places, federal guidance,

including National Register Bulletin 15, [How to Apply the National Register Criteria for Evaluation](#), with some additional flexibility to allow for the recognition of properties significant to community history that may not otherwise qualify for a program like the National Register.

Generally, this means that staff and/or an engaged third-party historian completes historic survey for a property with the following steps:

1. Historical research on the property, including historic photos, archival records, historic newspaper records, available secondary sources (published histories, historic context reports, historic survey reports, etc.);
2. Establishment of, and often writing of, appropriate historic and/or architectural contexts, including local, state, and national, in which the property should be evaluated;
3. Comparison of the property with other, similar properties (if available/extant) within the appropriate context;
4. Determination of whether the property is historically, architecturally, or culturally significant based on the above process and measured against the City's Standards in Municipal Code 14-22.
5. (Only if the property is determined significant) determination of whether the property retains enough of its essential features from the established historic period to adequately convey that significance. Put differently, a determination of whether the property is still able to "tell its story" with its surviving features.
6. If a property is found to be both significant, and then retain enough historic integrity to adequately convey that significance, than it is determined Eligible for Landmark designation.

The research completed by staff includes the following statement regarding significance:

*This site has previously been documented by the City of Fort Collins and Robert and Kristen Autobee in 2017-2018. It was determined not eligible for listing as a local landmark by Fort Collins City Council in April 2018.*

*In October 2017, Historic Preservation staff received an application for Historic Review associated with a potential development proposal that would impact this site. The property was reviewed by the Director of Community Development and Neighborhood Services and the Chair of the Landmark Preservation Commission as required by Land Use Code section 3.4.7(c). They found the property eligible for listing as a local landmark under Significance Standards A, B, and C for its association with the growth of the automobile industry, association with the Ghent family, and as a property that embodies the distinctive original characteristics of a mid-century automobile dealership. The reviewers noted that the roof materials and several garage doors had been altered, but that the property retained a preponderance of its architectural integrity.*

*This finding was appealed to the Landmark Preservation Commission (LPC) in February 2018. With this appeal, the appellant submitted a Colorado Cultural Resource Survey Architectural Inventory Form prepared by independent historians, Robert and Kirsten Autobee who found the site not eligible for listing as a local landmark and not eligible for listing on the State and National Registers. The Autobee's determined the property not eligible under local Standard 1 as, "Mr. Ghent had started and established his business at another location", not eligible under local Standard 2 due to the property's lack of association with the significant period of Mr. Ghent's life, and not eligible under Standard 3 as the building did not possess distinctive characteristics of a type, period, or method of construction.*

*The LPC examined the integrity, context, and standards of eligibility for the site and upheld the finding of individually eligible for listing as a local landmark under Standards A and C. The Commission noted additional information was needed before determining the site eligible under Standard B. This finding was appealed to City Council. On April 3, 2018, City Council overturned the LPC decision as it, "failed to property interpret and apply relevant provisions of the Code".*

The site was revisited for this survey in 2023 and additional research was conducted leading to a reevaluation of the site's significance. In addition, the City of Fort Collins' Land Use Code 3.4.7(c) dealing with historic and cultural resources was repealed in its entirety on March 5, 2019. This site has been evaluated against the updated City of Fort Collins' Significance Standards.

Under Standard 1, the site is strongly associated with the post-war movement of Fort Collins businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city. As the city's population grew after WWII, many commercial enterprises relocated from the space-constrained downtown to the open areas near the outskirts of town. Thomas and Harris note in their postwar development context, "As automobile use increased, business owners found ways to cater to drivers who wanted easy access to services and plenty of parking spaces."<sup>1</sup> The 1966 Ghent dealership exemplifies this historic trend and is an excellent example of a mid-century business relocating to better meet the needs of their automobile-driving customers. The new dealership location had two acres of parking, entrances on both College Avenue and Drake Road with "360-degree access to the building", and a drive-thru window for auto part sales.<sup>2</sup> Autobee's assertion that, "Because, Mr. Ghent had started and established his business at another location, 5LR.14283 would not qualify under Fort Collins Local Landmark Criteria 1" is erroneous. Fort Collins Municipal Code Section 14-22(a)(1) does not disqualify businesses that existed in a previous location; in fact, the relocation of the business at that specific point in time is what makes this site significant and qualifies it for individual landmarking under Standard 1. Feature 3 would not contribute to the significance of the site under this Standard.

The site is significant under Standard 2 for its association with Frank and Dwight Ghent. The previous documentation in 2017 determined the site not eligible under this standard as, "Mr. Ghent's activities in the development of Larimer County and Fort Collins primary took place before the move to 2601 S. College Avenue in 1966". In 2018, the LPC noted additional information was needed to provide an evaluation of the site's association with the Ghent family. Additional research conducted for this project found Dwight and Frank Ghent influential and important members of the Fort Collins business community. The Ghent's were active in various veteran organizations, provided vehicles for community needs, served on local and local commissions including the Chamber of Commerce Board, State Highway Commission, Fort Collins Water Board, and First National Bank Board. In addition, the Ghent's were active members of local, state, and national automobile dealer associations. The Ghent family has made a recognizable contribution to the history of Fort Collins and the site is eligible under Standard 2 for its association with the family. Although Dwight's home at 1612 Sheely Drive is locally landmarked as part of the Sheely Historic District and Frank's home at 638 Whedbee is included in the National Register Laurel School Historic District and was individually landmarked in 1996, Fort Collins city code does not prohibit landmarking multiple properties associated with the same individuals. Feature 3 would not contribute to the significance of the site under this Standard.

Under Standard 3, the site is significant as an excellent and rare remaining example of mid-century automobile dealership design and as an example of the Modern Movement / Contemporary architectural style. In 2018, Autobee and Autobee recommended the site not eligible under Standard C as the building had undergone alterations over the past five years and did not possess distinctive characteristics of a type, period, or method of construction. Additional research and consideration of character defining features other than the roof and overhead doors reveals the site to retain sufficient integrity and convey a Modern Movement / Contemporary architectural style. Feature 3 would not contribute to the significance of the site under this Standard.

The site is a good example of the Modern Movements / Contemporary architectural style. Character defining features include large plate glass windows, long and low massing, low-pitched gable roof, asymmetrical plan, widely overhanging eaves, exposed rafter beams,

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<sup>1</sup> Thomas and Harris, "Fort Collins E-X-P-A-N-D-S", 62.

<sup>2</sup> "New Ghent Motors Garage Set for August Opening." Coloradoan, February 27, 1966.



*stretches of uninterrupted wall cladding, obscured entry, and use of natural materials. Contemporary and Modern Movement architectural styles expressed the economic prosperity and belief in modern technology of the mid-century period.<sup>3</sup> Glossy brushed metals, expanses of plate glass, and use of newly invented materials like laminated wood beam or plastics, “represented America’s unwavering belief in new technology” and excitement for the space age of the future.<sup>4</sup> Use of modern materials and a modern design also indicated to prospective customers that the business and its products were modern and up to date. Modern Movement buildings express an important aspect of Fort Collins and United States history – a time of economic prosperity, belief in new technology and materials, and the changing nature of consumer culture.<sup>5</sup>*

*Fort Collins has several prominent buildings that express the wide variety of architectural forms included under the Modern Movement umbrella, but only one other known Contemporary style commercial building. Descended from the architectural tradition of Frank Lloyd Wright, Contemporary style buildings were designed to feature geometric shapes, natural materials and the interplay of interior and exterior spaces. A spate of commercial buildings constructed near downtown in the late 1950s through the 1970s convey the International, Googie, Usonian, and Brutalist styles. These buildings include Rocky Mountain Bank (1966) at 315 W Oak, First National Bank Tower (1968) at 215 W. Oak, Poudre Valley National Bank (1966-1967) at 401 S. College, and Safeway, now Lucky’s (1966), at 425 S. College. Further from downtown, the Faith Realty building at 1630 S. College (1964) and the Key Bank (1970), located just northeast of the Ghent dealership, express the Modern Movement architectural styles with their flat roofs, wide metal cornices, overhanging eaves, and horizontal massing. The strip mall at 1101 W. Elizabeth (1964) has not been previously documented by city’s Historic Preservation Services, but it expresses Modern Movement characteristics with its iconic folded plate roof and exaggerated structural supports. Although not currently within city limits (but within the city’s Growth Management Area), the only known Contemporary style building is Supermarket Liquors at 1300 E. Mulberry.*

*As discussed above, automobile dealerships emerged as a building type, separate from other retail establishments, in the 1920s. By the 1940s, automobile manufacturers were encouraging dealers to modernize their buildings through publications like General Motor’s Planning Automobile Dealer Properties and Ford’s Plans for New and Modernized Sales and Service Buildings. The Ghent’s were active members of the Ford Motor Company Dealer’s Association and frequently attended training sessions in Detroit, MI. A 1966 Coloradoan article notes the Ghent’s planned the site, “with the help of the Ford Motor Company” after visiting many auto dealerships throughout the country.<sup>6</sup> This site exhibits the design principles of mid-century automobile dealerships which reflect a period of American car culture that no longer exists today. The site’s orientation along two arterial streets, increased access to service bays, and drive-thru part sales window illustrate the centrality of automobiles to Fort Collins residents, while the showroom’s elevation above street level, oblique orientation toward the intersection of Drake Road and College Avenue, and window walls reflect the values of mid-century consumer culture, where advertisements for new cars were made to those already driving automobiles.*

*In addition, this site is one of the few remaining mid-century automobile dealerships within Fort Collins that retains sufficient integrity to convey its historic associations. During the 2018 City Commission meeting, several local examples of post-WWII automobile dealerships were noted. Those dealerships, along with others identified during the course of this survey, are listed below with a description of their current status.*

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<sup>3</sup> Carol J. Dyson, “Midcentury Commercial Design Evaluation and Preservation: An Opportunity for Commissions.” *The Alliance Review* (Spring 2017), 4.

<sup>4</sup> Dyson, “Evaluation and Preservation.”

<sup>5</sup> Carol Dyson, “Mid-Century Commercial Modernism: Design and Materials.” In *Proceedings of the Mid-Century Modern Structures: Materials and Preservation Symposium*, St. Louis, MO, April 2015.

<sup>6</sup> “History of Fort Dealers in Fort Collins.” *Coloradoan*, October 26, 1966.

- *Poudre Valley Motors constructed a new dealership at 303 N. College in 1951 and operated at that location through 1971.<sup>7</sup> The building was demolished in 2022.*
- *Michael Rambler Jeep constructed a new dealership with a folded plate roof at 331 N. College in 1965-1966.<sup>8</sup> The building was demolished in 2022.*
- *The Ed Carroll Volkswagen dealership, built in 1968 at 3003 S. College, has been heavily altered with several additions to the west elevation in the 1980s, 1990s, and 2000s and a remodel of the façade in 2017.*
- *Banwell Motors at 142 Remington was constructed in 1955 and has been determined eligible for local landmark status under Standards A and C for its early association with the automotive repair business and as a good commercial example of the Modern Movements style.*
- *Watts Auto Sales at 1101 N. College was constructed in 1946 and demolished prior to 1970.*
- *Oakes Motors (later Fort Collins Motors) at 354 Walnut was constructed in 1946 and demolished during the construction of The Elizabeth Hotel.*
- *Rauch Motor Company was one of the first dealerships to relocate to South College in 1964.<sup>9</sup> Historic aerial images indicate it was demolished between 1971-1978.*
- *Continental Sports Ltd. (later Colorado Import Motors) at 1113 N. College was constructed in 1964. Since the 1960s, the roof style has been changed from flat to wood shingle-clad mansard and all of the automobile accessible openings have been closed.*
- *Markley Motors, constructed in 1940 at 246 N College, has been remodeled several times since its original construction and is now part of The Exchange. This site no longer retains sufficient integrity.*
- *Dreiling Motors was constructed in 1943 at 230 S. College. Since that time, the corner entrance has been infilled, the plate glass windows removed, and portions of the exterior have been re-clad with brick. The building no longer retains sufficient integrity to convey its historic associations.*

*The site is unlikely to yield important information in reference to research questions under Standard 4 and is not eligible under this standard.*

*This site has also been evaluated for eligibility against the National Register of Historic Places (NRHP) Criteria. Requirements for listing properties on the NRHP are set by the National Park Service and differ from those used to evaluate significance and eligibility at the local level; a property may be eligible under one set of criteria and not the other. Although the site is representative of Fort Collins' post-war economic expansion, the site's significance to this historic trend does not rise to the level required by the NRHP for individual nomination. Under Criterion B, the NRHP stipulates that the site be associated with a person's productive life, and that multiple eligible properties be representative of different aspects of the person's life. Frank Ghent's personal residence (638 Whedbee) is already listed on the NRHP as a contributing property to the Laurel School Historic District and the site most associated with his productive life is 205 N. College, where he sold automobiles for more than 20 years. Dwight Ghent's significance in the Fort Collins business community does not rise to the level required by the NRHP. For these reasons, the site is not eligible for individual listing on the NRHP under Criterion B.*

*Under Criterion C, the site is representative of the Modern Movement / Contemporary architectural style and as an example of mid-century automobile dealership design. Although the site does embody the distinctive characteristics of a type and period of construction, its architectural significance is not sufficient to qualify for individual listing on the NRHP. The site*

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<sup>7</sup> "All Eyes are Focused on the Opening of..." *Coloradoan*, April 25, 1951.

<sup>8</sup> "A New Business for Fort Collins." *Coloradoan*, December 5, 1965.

<sup>9</sup> "Apartment House, Business Permits Issued at City Hall" *Coloradoan*, February 24, 1964.



*is unlikely to yield important information in reference to research questions under Criterion D. The site is recommended not eligible for listing on the NRHP.*

The form provides the following information regarding historic integrity:

*This site is significant for its association with the post-war movement of businesses to the outer edges of the city and as an excellent representation of mid-century automobile dealership design and contemporary architecture. As an example of the contemporary architectural style essential elements of physical integrity include its long and low massing, asymmetrical plan, exposed roof beams, broad expanses of uninterrupted wall surfaces, obscured entries, window wall with fixed windows filling gable ends, trapezoidal windows, and broadly overhanging eaves. As an example of mid-century automobile dealership design, essential physical elements include: siting and orientation of the building toward the street, visibility of the interior showroom, asymmetrical plan, and cohesive inclusion of sales, parts, and service departments. As an example of the post-war movement of businesses essential portions of physical integrity include its auto-centric design elements like ample parking, easy street access, and accommodations for drive-thru customers.*

#### *Location, Setting, and Workmanship*

*The site retains integrity of location. The dealership remains in the location where it was originally constructed in 1966. Integrity of setting has been slightly impacted by the construction of additional commercial buildings and demolition of 1960s commercial buildings to the north, south, and east. Although the surrounding buildings have changed over the last fifty years, the general commercial character of the setting is retained. The site continues to be located along two arterial streets and spatial relationships between the buildings and the street remain as originally oriented. The site retains integrity of workmanship which is visible in the application of the exterior stone cladding.*

#### *Materials*

*Integrity of materials has been impacted by the addition of metal cladding to the roofs of Features 1 and 2 and replacement of many original overhead doors in the service bays. As noted by Autabee and Autabee in 2018, only four of the original overhead doors remain and the replacement doors have significantly fewer inset windows. The Autabee's remarked that the service bay doors, specifically the glass components, are a character defining feature of the building, and their loss, coupled with the replacement of the roof material, "greatly detracts from the historic nature of the building". While these materials have been lost and do detract from the historic integrity, other significant character defining materials remain intact, including the laminated roof beams, fixed glass window walls, and broad expanses of uninterrupted exterior cladding composed of concrete block, stucco, and stone.*

#### *Design*

*Integrity of design has been slightly impacted by two small additions to the west elevation, added between 1983-1999, and the infill of some windows on the east elevation. Although Autabee and Autabee described the canopy on the east elevation as, "the largest addition" to the building, further research has determined that the canopy was in place by October 1966 and therefore does not detract from the integrity of the site. In addition, an artist's sketch of the building's design published in the Coloradoan in February 1966 includes the canopy, indicating it was part of the original design. Other aspects of the dealership's design remain intact, including its long and low massing, asymmetrical plan, low-pitched gable roof, broadly overhanging eaves, fixed window walls, obscured entries, exposed rafter beams, and broad expanses of uninterrupted wall surfaces. In addition, the site retains all aspects of its mid-century automobile dealership design, including the drive-thru parts window, cohesive incorporation of parts, sales, and service departments, orientation of the showroom toward a busy intersection, surrounding asphalt parking lots, and easy automobile access to the site and service center.*

#### *Feeling and Association*

*The site retains integrity of feeling and association. Although the roof has been replaced with a material not available in the 1960s and many overhead doors have been replaced, the site retains its historic sense of the mid-century period. The building's exterior cladding,*

*massing, window walls, asymmetrical plan, low-pitched roof, and exposed rafter beams continue to convey the architectural aesthetics of the Modern Movement of the 1960s and the building is easily readable as of mid-century construction. The site retains sufficient integrity to convey its historic associations.*

Based on the above evidence, staff finds the property Eligible for designation as a Fort Collins Landmark.

**APPELLANT MATERIALS ANALYSIS**

The appellant has submitted a memorandum with an accompanying historic survey form and appendix documenting their position that the property is Not Eligible. Staff has the following analysis of the appellant material relative to staff’s own findings about the property.

It should be noted that Municipal Code 14-22 outlines the eligibility requirements for any City Landmark in 14-22, noting that to be Eligible, a property must possess both *significance* and *historic integrity* (i.e., a measure of how well a property still reflects its significance through its physical features and setting).

Related specifically to Significance, Municipal Code 14-22(a) states: “Significance is the importance of a site, structure, object, or district to the history, architecture, archeology, engineering or culture of our community, State or Nation [emphasis added]. Significance is achieved through meeting one (1) or more of four (4) standards recognized by the U.S. Department of Interior, National Park Service. These standards define how resources are significant for their association with events or persons, in design or construction, or for their information potential.”

Standards for Significance

**Standard 1 – Events.** “Resources may be determined to be significant if they are associated with events that have made a recognizable contribution to the broad patterns of the history of the community, State or Nation. A resource can be associated with either, or both, of two (2) types of events:

- a) A specific event marking an important moment in Fort Collins prehistory or history; and/or
- b) A pattern of events or a historic trend that made a recognizable contribution to the development of the community, State or Nation.”

Staff Conclusion	Appellant Conclusion
<p><b>ELIGIBLE – Pattern of Events</b></p> <ul style="list-style-type: none"> <li>- Community: strongly associated with the post-war movement of Fort Collins businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city.</li> <li>- State: Not significant to state history.</li> <li>- Nation: Not significant to national history.</li> </ul>	<p><b>INELIGIBLE</b></p> <ul style="list-style-type: none"> <li>- Community: Assertion that car dealerships cannot individually contribute to patterns of urban development.</li> <li>- State: See above</li> <li>- Nation: Not significant to national history</li> </ul>

*Staff note: Typically, for both National Register of Historic Places designation, and for Fort Collins Landmark eligibility, a property does not need to demonstrate national significance – importance to the local community is sufficient for both programs, provided the importance is clearly documented.*

The Appellant asserts that Under Criterion A [presumably City Landmark Standard 1], that “it is extremely rare for a car dealership to individually contribute significantly to urban development. For this reason, car dealerships across the US are rarely designated at any level. Those dealerships that are designated are typically directly related to the major car companies in Detroit.”

Staff would note this is factually inaccurate. Car dealerships can and have been designated at the local, state, and federal level across the United States. As part of the research for this staff report, staff discovered at least 29 properties across the United States listed individually in the National Register of Historic Places including at least two in Colorado (staff did not have the time to create an exhaustive list of auto dealerships listed individually in the NRHP, nor did staff have time to secure information about auto dealerships designated locally by city or county governments).

In their cover memo, the Appellant goes on to state that “although the history of the City was affected by the shift toward automobile usage by the public, there is no evidence to show that the City was unique in this regard. Therefore, this criterion is not met.” The requirement that an event or trend be unique to Fort Collins is not a requirement stated in Standard 1. The City has regularly designated properties as eligible for Landmark designation for being particularly reflective and/or significant local examples of regional or national history.

**Standard 2 - Persons/Groups.** “Resources may be determined to be significant if they are associated with the lives of persons or groups of persons recognizable in the history of the community, State or Nation whose specific contributions to that history can be identified and documented.”

Staff Conclusion	Appellant Conclusion
<p>ELIGIBLE</p> <ul style="list-style-type: none"> <li>- Community: associated with Frank &amp; Dwight Ghent as significant business and social leaders. Acknowledge residences of both Ghents are already Landmarked.</li> <li>- State: Not significant to state history.</li> <li>- Nation: Not significant to national history.</li> </ul>	<p>INELIGIBLE</p> <ul style="list-style-type: none"> <li>- Community: Note that best years in sales were at other sites in Fort Collins, and that Ghent social contributions were not directly related to the dealership property.</li> <li>- State: Not significant to state history.</li> <li>- Nation: Not significant to national history</li> </ul>

The appellant makes some reasonable assertions regarding the significance of the property under Standard 2, including that this was the third of three different business properties associated with the Ghents, and that their residential properties are both already Landmarked by the City of Fort Collins. However, staff would note that the two previous Ghent-associated business properties have been heavily altered and have been previously determined as Not Eligible for historic designation due to those alterations.

**Standard 3 – Design/Construction.** “Resources may be determined to be significant if they embody the identifiable characteristics of a type, period or method of construction; represent the work of a craftsman or architect whose work is distinguishable from others by its characteristic style and quality; possess high artistic values or design concepts; or are part of a recognizable and distinguishable group of resources. This standard applies to such disciplines as formal and vernacular architecture, landscape architecture, engineering and artwork, by either an individual or a group. A resource can be significant not only for the way it was originally constructed or crafted, but also for the way it was adapted at a later period, or for the way it illustrates changing tastes, attitudes, and/or uses over a period of time. Examples are residential buildings which represent the socioeconomic classes within a community, but which frequently are vernacular in nature and do not have high artistic values.”

Staff Conclusion	Appellant Conclusion
ELIGIBLE	INELIGIBLE

<ul style="list-style-type: none"> <li>- Community: significant as an excellent and rare remaining example of mid-century automobile dealership design and as an example of the Modern Movement/Contemporary architectural style. Comparative analysis with other resources in Fort Collins demonstrates this is a significant local example of Modern commercial architecture.</li> <li>- State: Not significant to state history.</li> <li>- Nation: Not significant to national history.</li> </ul>	<ul style="list-style-type: none"> <li>- Community: While there are specific elements that represent the style of the period, the design and details are very common, and is in no way remarkable for the period. On a scale of 1-10 for mid-century design value, 10 being the highest, this example is 1-1.5..</li> <li>- State: Not significant to state history.</li> <li>- Nation: Not significant to national history</li> </ul>
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Staff would note that from our collective professional experience working with the both the National Register of Historic Places and the City Landmark program, there is no ranking system that is regularly deployed to “score” the architectural rating of any historic property. Based on federal and local guidelines and precedent, a property is considered architecturally significant when it is a significant or noteworthy example of a particular style, type, or method of construction in a local, state, or federal context. In the Appellant’s appendix, most of the examples provided are internationally significant examples of Modern architecture. In neither the National Register of Historic Places or the Fort Collins City Landmark program are examples of architecture required to be significant at the national or international level. As established in the relevant federal and local guidance, properties with importance in their local context can be, and regularly are, designated as historic.

**Standard 4 – Information Potential.** “Resources may be determined to be significant if they have yielded, or may be likely to yield, information important in prehistory or history.”

*Neither City staff nor the appellant considered this Standard applicable to the 2601 S. College Avenue property.*

**Historic Integrity.** “Integrity is the ability of a site, structure, object, or district to be able to convey its significance. The integrity of a resource is based on the degree to which it retains all or some of seven (7) aspects or qualities established by the U.S. Department of Interior, National Park Service: location, design, setting, materials, workmanship, feeling and association. All seven (7) qualities do not need to be present for a site, structure, object, or district to be eligible as long as the overall sense of past time and place is evident.” (MC 14-22(b))

Aspect of Integrity	Staff Conclusion	Appellant Conclusion
<b>Location</b> - the place where the resource was constructed or the place where the historic or prehistoric event occurred.	Retained – the dealership remains in its original location.	Not Retained – “...according to the Survey, the area as a whole has lost significant Integrity for the mid-century period and does not qualify for a national or historic district. All other existing buildings from the period of significance are widely dispersed, do not have the concentration needed for a historic district, and are not related to the automobile industry. Further, as demonstrated by the Survey, the

		Property itself has not played a significant role in this location, nor has a historic event taken place at this Property. Therefore, this criterion for Integrity is not met.”
<b>Design</b> - the combination of elements that create the form, plan space, structure and style of a resource.	Retained – Impacted by the two small additions on the west elevation and some window infill. However, overall design elements such as long and low massing, asymmetrical plan, low-pitched gable roof, broadly overhanging eaves, fixed window walls, obscured entries, exposed rafter beams, and broad uninterrupted wall surfaces remain.	Not Retained – “...while the Property shows elements that are the style of the period, such as a gable roof with exposed rafters and large areas of glass, these elements are “very common” for the time period and represent an outdated building, not a historically significant structure.”
<b>Setting</b> - the physical environment of a resource. Whereas location refers to the specific place where a resource was built or an event occurred, setting refers to the character of the place in which the resource played its historic or prehistoric role. It involves how, not just where, the resource is situated and its relationship to the surrounding features and open space.	Retained – although the surrounding buildings have changed over the last fifty years, the general commercial character of the setting is retained.	Not Retained – “The Property is not related to the location or to any formally recognized attribute of the surrounding neighborhood. Additionally, the vision for the neighborhood set forth in the Structure Plan, which calls for a transition away from auto-oriented uses and toward vertical, high density, mixed-use development in this area, demonstrates clearly that the surrounding community has changed and is expected to change further, which means that the Integrity of setting has been lost. The Survey shows that although there are several blocks with additional car dealerships, all other dealerships have kept up to date with dealership requirements for modification. This caused the area to lose any correlation to the mid-century period. All other existing buildings from the mid-century period are widely dispersed, do not have the concentration needed for a historic district, and are not related to the automobile industry. The area has lost significant Integrity for the mid-century period and does not qualify for a national or local historic district.”
<b>Materials</b> - the physical elements that form a resource.	Retained – Some detractions including the replacement of the roof with standing-seam metal and replacement of the overhead garage doors in the service bays. However, other key character-defining materials remain including the laminated, exposed roof beams, fixed glass window walls, and broad expanses of	Not Retained – “The Owners are unable to continue to use the Property in any meaningful way because any changes that need to be made to encourage any dealership to operate here require changes to the building’s façade, landscaping, and glass. The Survey indicates that the Property and original materials can no longer be used as a car dealership, as modern dealerships

	<p>uninterrupted exterior cladding of concrete block, stucco, and stone.</p>	<p>require remodeling that would make all aspects current and contemporary. Because the Property cannot be used as a car dealership, the Property further loses its Integrity. Further, as noted in the Survey, many elements show “significant deterioration”—not due to lack of maintenance, but because the materials are nearing the end of life cycle, as the original materials were inexpensive and made to be replaced often. For example, all portions of the building with the showroom and service bays are made of concrete slab-on-grade foundation. As the Survey states, these are not materials that were made to preserve buildings. Other issues with the structure and materials of the Property noted in the Survey as related to Integrity include problems with deterioration of drainage and surfaces, necessitating the removal of asphalt for the purposes of regrading and fixing the foundations. Therefore, this criterion for Integrity is not met.”</p>
<p><b>Workmanship</b> - the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure or site.</p>	<p>Retained – important features of the Modern construction techniques, including stone veneer over concrete construction, remain.</p>	<p>Not Retained - “The Survey found that this Property does not represent the work of a master, nor does the Property have high artistic value. According to the Survey, while there are specific elements that represent the style of the mid-century period, the design and details are “very common,” and the Property is “in no way remarkable” for the period. Further, the back of the building with the garage doors is highly inefficient because the doors require constant maintenance and have large gaps that increase energy costs in the winter. The Owners have explored the idea of remodeling numerous times, but every time the analysis proved that tearing the building down was the most economically viable option, especially given the fact that no other dealership is willing to occupy the Property due to the Property’s non-compliance with dealerships’ strict standards and regulations.”</p>
<p><b>Feeling</b> - a resource's expression of the aesthetic or historic sense of a particular period of time. It results</p>	<p>Retained – Maintains overall sense as a 1960s/mid-century auto dealership.</p>	<p>Not Retained – “As noted in the Survey, the design and details of the improvements are “very common” and “in no way remarkable” for the mid-century period. Therefore, they cannot</p>



<p>from the presence of physical features that, taken together, convey the resource's historic or prehistoric character.</p>		<p>successfully convey the feeling of the mid-century period. Additionally, the improvements do not successfully convey the historic character of the post-war era because, as the Survey states, automobile dealerships generally do not individually contribute significantly to urban development. According to the Survey, automobile dealerships can be designated, but they are typically directly related to the major car companies in Detroit. Additionally, as noted above, all other dealerships in the area have kept up to date with dealership requirements for modification, meaning that the character and feeling of this post-war era is no longer present in this area.”</p>
<p><b>Association</b> - the direct link between an important event or person and a historic or prehistoric resource. A resource retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a resource's historic or prehistoric character.</p>	<p>Retained – building's exterior cladding, massing, window walls, asymmetrical plan, low-pitched roof, and exposed rafter beams make association with the mid-20<sup>th</sup> century apparent.</p>	<p>Not Retained – “As noted above, this Property is the Ghents’ third location and is not associated with the Ghents’ best years in sales. Further, as noted above, the Property is not strongly associated with the mid-century period due to its “common” design that is “in no way remarkable,” as noted in the Survey. It is also not well associated with the Post-War period, other than that it is an automobile dealership with an outdated design, and that existed at a time when all communities were becoming more auto-oriented.”</p>

Regularly in both the Appellant’s survey form and in the cover memo, the Appellant references adaptive reuse potential as a factor in the property’s historic integrity. Staff would reiterate that historic integrity is a measure of how well or not well a property reflects its important historic period. Historic integrity is not a measure of adaptive reuse potential, which is a topic considered in the primary development review process and inappropriate as a consideration in an eligibility appeal hearing. The Appellant’s own Appendix showing the current status of the property seems to indicate a high degree of retention of historic materials and design features (which the Appellant argues limits the adaptive reuse potential of the property and/or the ability of the property to continue as an auto dealership) – this evidence, if used in the manner Municipal Code prescribes, supports an argument that the property retains historic integrity to its historic period.

**PUBLIC COMMENTS SUMMARY**

Staff will provide a final list of contacted organizations to the HPC and appellant prior to the hearing.

As of April 11, four (4) public comments have been received regarding this determination of eligibility. One public comment received does not address eligibility specifically, but does recommend allowing for demolition of the site for new development. Three (3) comments support a determination of eligibility and adaptive reuse of the site. Staff will continue to report information about public comments received prior to the hearing to both the HPC and to the appellant and update this staff report as necessary.



**SAMPLE MOTIONS**

Eligible

If the Commission determines that the property is eligible for Fort Collins Landmark designation in compliance with Section 14-23 of the Municipal Code, it may propose a motion based on the following:

*“I move that the Historic Preservation Commission find the commercial property at 2601 South College Avenue eligible as a Fort Collins landmark, according to the standards outlined in Section 14-22 of the Fort Collins Municipal Code, based on the evidence in the staff report, City survey form, and Appellant’s documentation, and based on the following findings of fact: [insert findings of significance] and [insert findings of integrity].”*

Not Eligible

If the Commission finds that a property is not individually eligible for Fort Collins Landmark designation in compliance with Section 14-23 of the Municipal Code, it may propose a motion based on the following:

*“I move that the Historic Preservation Commission find 2601 South College Avenue not individually eligible as a Fort Collins landmark according to the standards outlined in Section 14-22 of the Fort Collins Municipal Code, based on the evidence in the staff report, City survey form, and Appellant’s documentation, and based on the following findings of fact [insert findings based on lack of significance and/or integrity].”*

Note: The Commission may propose other wording for the motion based on its evaluation.

**ATTACHMENTS**

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1. 2601 S College, City Historic Survey Form (2023)
2. 2023, October 27 Appeal Notice from Owner
3. Appellant Materials (Cover Memo, Survey Form, and Appendix)
4. Public Notice letter for this property
5. HPC Request – LPC & City Council Record from 2017-2018 Determination of Eligibility
6. Appellant Requested addition – redlines from 2019 code change to Chapter 14
7. Public Comments
8. Staff Presentation



## Historic Preservation Services

Community Development & Neighborhood Services

281 North College Avenue

P.O. Box 580

Fort Collins, CO 80522.0580

970.416.4250

[preservation@fcgov.com](mailto:preservation@fcgov.com)

[fcgov.com/historicpreservation](http://fcgov.com/historicpreservation)

### OFFICIAL DETERMINATION: FORT COLLINS LANDMARK ELIGIBILITY

Resource Number: B111 (City); 5LR.14283 (State)

Historic Building Name: Ghent Motor Company

Property Address: 2601 S. College Avenue

**Determination: ELIGIBLE**

Issued: October 17, 2023

Expiration: October 17, 2028

DRACOL, LLC  
5994 S. Holly St, No 185  
Greenwood Village, CO 80111-4221

Dear Property Owner:

This letter provides you with confirmation that your property has been evaluated for Fort Collins landmark eligibility, following the requirements in Chapter 14, [Article II](#) of the Fort Collins Municipal Code, and has been found eligible for landmark designation.

An intensive-level Colorado Cultural Resource Survey Form was completed by an historian on City staff in order to provide the information that serves as the basis for an evaluation of a property's historic and/or architectural significance and its integrity, both of which are required for landmark eligibility as per Article II, Section 14-22.

Staff has made the following findings regarding the information and evaluation of significance, integrity, and landmark eligibility provided by the consultant in the attached form.

#### Significance

The historian made the following conclusions regarding significance:

*Under Standard 1, the site is strongly associated with the post-war movement of Fort Collins businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city.... The site is significant under Standard 2 for its association with Frank and Dwight Ghent.... Additional research conducted for this project found Dwight and Frank Ghent influential and important members of the Fort Collins business community.... Under Standard 3, the site is significant as an excellent and rare remaining example of mid-century automobile dealership design and as an example of the Modern Movement / Contemporary architectural style.*

Staff has certified the researching historian's conclusions regarding the property's significance under City Landmark Standards 1, 2, and 3, based on the following findings.

- The property’s statement of significance is supported by a discussion of historical context and a comparative analysis that is appropriate for the property. Relevant context reports have been referenced and cited.
- Each significance criterion is addressed in the statement of significance, even if not applicable.
- For eligible properties, a period of significance is provided and justified based on the available records.

Integrity

The staff historian’s evaluation concluded that the property has sufficient historic integrity to convey its significance, including design, location, setting, workmanship, materials, feeling, and association. Key detractors include the change of the roof to standing seam, but this was found to not be sufficient to disconnect the property from its historic associations.

Staff agrees with the historian’s conclusions regarding the property’s integrity based on the following findings.

- Essential physical features are identified in the integrity analysis and related to period of significance.
- Discussion of integrity relates to the property’s most relevant aspects of integrity per its significance.
- Discussion of integrity focuses on the property’s essential physical features, and relates to period of significance.
- Discussion and conclusion responds directly to previous conclusions and assessments of the property, whether in opposition or in agreement.

Statement of Eligibility:

The Ghent Motor Company is eligible for listing as a local landmark under Fort Collins Significance Standards 1, 2, and 3 for its association with the post-war movement of businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city, for its association with the Ghent family, as an excellent representation of mid-century automobile dealership design, and as a representation of the Modern Movement / Contemporary architectural style.

Per Article II, Section 14-23 of the code, any determination made by staff regarding eligibility may be appealed to the Commission by the applicant, any resident of the City, or owner of property in the City. Such appeal shall be set forth in writing and filed with the Director within fourteen (14) days of the date of the staff’s determination.

If you have any questions regarding this determination, or if I may be of any assistance, please do not hesitate to contact me. I may be reached at [jbertolini@fcgov.com](mailto:jbertolini@fcgov.com), or 970-416-4250.

Sincerely,

Jim Bertolini  
Senior Historic Preservation Planner

*Attachment: Colorado Cultural Resource Survey Architectural Inventory Form 1403, dated October 2023.*

Resource Number: B111 (City); 5LR.14283 (State)  
Temporary Resource Number:

Address: 2601 S. College Ave

OAHP1403  
Rev. 9/98

COLORADO CULTURAL RESOURCE SURVEY

# Architectural Inventory Form

Official eligibility determination  
(OAHP use only)

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



## Field Evaluation of Fort Collins Landmark Eligibility

Individually Eligible     Contributing to District     Not Eligible

Likely Eligible for State/National Register

General Recommendations: The Ghent Motor Company is eligible for listing as a local landmark under Fort Collins Significance Standards 1, 2, and 3 for its association with the post-war movement of businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city, for its association with the Ghent family, as an excellent representation of mid-century automobile dealership design, and as a representation of the Modern Movement / Contemporary architectural style.

## I. Identification

1. Resource number: B111 (City) 5LR.14283 (State)

Resource Number: B111 (City); 5LR.14283 (State)

Temporary Resource Number:

Address: 2601 S. College Ave

2. Temporary resource number: [Click here to enter text.](#)
3. County: Larimer
4. City: Fort Collins
5. Historic building name: Ghent Motor Company
6. Current building name: 2Mazda
7. Building address: 2601 S. College Avenue, Fort Collins, CO, 80525
8. Owner name and address: DraCol LLC, 5994 S. Holly Street, #185, Greenwood Village, CO, 80111

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## II. Geographic Information

9. P.M. 6 Township 7N Range 69W  
NE ¼ of NE ¼ of NE ¼ of NE ¼ of section 26
10. UTM reference  
Zone 13; 493402 mE 4489028 mN
11. USGS quad name: Fort Collins  
Year: 2022 Map scale: 7.5'  15'  Attach photo copy of appropriate map section.
12. Lot(s): 1 Block: #  
Addition: Ghent Annexation Year of Addition: 1966
13. Boundary Description and Justification:  
The site boundary is the legal boundary for Lot 1 in the Ghent Addition, described by the Larimer County Assessor as, "Lot 1, Ghent, FTC: Less 96030371; Less Por to City Per 20150057258."

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## III. Architectural Description

14. Building plan (footprint, shape): Irregular Plan
15. Dimensions in feet: Length 360 x Width 110
16. Number of stories: 1
17. Primary external wall material(s): Concrete Block, Stone, Stucco, Wood Shingle
18. Roof configuration: Flat, Gable
19. Primary external roof material: Metal, Synthetic
20. Special features:  
Plate Glass Window, Exposed Rafter Ends, Overhanging Eaves, Fence, Porte Cochere
21. General architectural description:  
This site is the 2Mazda car dealership, constructed at the corner of Drake Road and College Avenue in 1966. The nearly 4-acre site supports two buildings (Features 1 and 2;

formerly Buildings A and B) and a set of historic stairs (Feature 3). Feature 1 is an irregular plan, single-story building that supports vehicle sales at the east end and service at the west end. The west portion of the building is rectangular in plan and is oriented east-west along its long axis; the east portion of the building is L-shape in plan and is offset slightly from the east-west axis with the façade facing east-northeast.

### **East Portion**

The east portion of Feature 1 is L-shape in plan with a concrete foundation and two gabled roofs. The north gable is symmetrical and the south gable is asymmetrical, both are clad in red raised seam metal panels. The exterior is composed of plate glass windows, rough random rubble stone, wood shingle, and concrete block.

### *East-Northeast Elevation*

The façade faces east-northeast and is dominated by a gabled canopy that extends approximately 30 feet to the east from the main elevation. The canopy is supported by seven metal posts that connect to the exposed laminated wood outriggers above. Two signs are mounted to the metal posts, one reads, “2Mazda” the other “Mazda”. Below the canopy, the main portion of the façade supports a six-bay window wall; each bay has a two-lite fixed metal window. The window framing extends up, above wall height to the underside of the gable; these trapezoid-shaped lites have been infilled with an unknown material.

### *North-Northwest Elevation*

The north-northwest elevation has a five-bay window wall at the east end, with fixed metal single-lite windows. The west-most bay supports a metal and glass door. The west end of the elevation is clad in random rubble stone interrupted by an eight-lite, fixed metal window that extends from the foundation to the top of the wall.

### *West-Southwest Elevation*

The west-southwest elevation is composed of concrete block. A louvered metal vent is in the gable peak and laminated wood outriggers extend out under the overhanging eaves. A metal and glass foyer connects the east off-set portion of the building to the east-west oriented west portion. The foyer supports metal and glass doors on its north and south elevations.

### *South-Southeast Elevation*

The south-southeast elevation is generally clad in concrete block. Near the west end is a bump-out, likely used as drive-through. The lower half of the bump-out is clad in wood shingle, the upper half is composed of fixed, single-lite metal windows. At the east end of

the elevation is a concrete loading dock, metal personnel door, and a metal overhead door.

#### *East-Northeast Elevation*

The south portion of the east-northeast elevation is set back from the main canopied portion to the north. It has no fenestration and is clad in random rubble stone. The gable peak is clad in wood shingle.

#### *South-Southeast Elevation*

The south-southeast elevation of the canopied portion is composed of a four-bay window wall with eight, metal, fixed lite windows. A metal and glass door allows access at the west end.

#### **West Portion**

The west portion of Feature 1 is oriented east-west and supports fifteen service bays with overhead doors. Above the bays are signs that denote the services offered. Bays 9, 10, and 11 are slightly taller than the remainder to accommodate larger vehicles. This west portion of the building is clad in stucco and topped with a flat roof clad in an unknown material. The eaves overhang slightly and are supported from below by decorative cornice.

#### *North Elevation*

At the west end of the north elevation is a bank of three fixed, single-line metal windows. Above is an internally lighted plastic sign reading "Service Parts". Bays 1-6 are labeled "Full Service – One Stop Shop Covers It All" and bays 7 and 8 are labeled "Express Lube Plus". These eight bays appear to support metal overhead doors with six inset lites, some of the doors were open at the time of survey.

Bays 9-11 are slightly larger than the other bays; the roofline extends above the roofs to the east and west. Bay 9 has a metal overhead door with 24 inset lites, bays 10 and 11 have six inset lites. To the west is a metal and glass personnel door and fixed, metal single-lite window. Above the entrance is an internally lighted sign reading, "Body & Paint".

The west end of the elevation is labeled, "Collision Center". The overhead door of bay 12 has six inset lites; bay 13 has twelve inset lites and bays 14 and 15 have nine inset lites.

#### *West Elevation*

The west elevation has two, shed-roofed additions composed of concrete block that extend to the west from the main portion of the elevation. The shed roofs are clad in raised seam metal panels and there is no visible fenestration.

#### *South Elevation*



The south elevation supports the rear exits for the fifteen service bays. Bays 1, 2, 4, and 10 have metal overhead doors with six inset lites. Bays 5-8 have overhead doors with twelve inset lites and bay 9 has twenty-four inset lites. Bays 12-15 were not visible at the time of survey.

22. Architectural style/building type:

Modern Movement / Contemporary

23. Landscaping or special setting features:

The approximately 4-acre site is located at the southwest corner of the intersection of Drake Road and College Avenue. The site is entirely paved with some stone and gravel landscaping along the east elevation of Feature 1 and north elevation of Feature 2.

Feature 1, the sales and service building, is set on a small hill, above the level of the road. A stone retaining wall extends in an arc around the east-northeast facing façade. A large deciduous tree shades the southeast corner of the canopy. Feature 3 is at the north end of the retaining wall, near a flagpole.

City sidewalks extend along the north and east site boundaries, between the site and the arterial streets. Light poles are scattered throughout the site and line the north and east boundaries. The poles are metal with round concrete bases.

24. Associated buildings, features, or objects:

### **Feature 2**

Feature 2 (formerly Building B) is located north of Feature 1 and is also slightly offset, facing east-northeast. The building has a concrete foundation and is clad in a mixture of concrete block and random rubble stone. The roof is an asymmetrical gable clad in raised seam metal panels. Five laminated wood outriggers extend out under the gable ends.

The façade faces east-northeast. The primary entrance is at the north end and is composed of a metal and glass personnel door with a side lite and triangular-shaped transom above. To the south are four, fixed single-lite metal windows that extend from the foundation up underneath the roof. The lower two windows are rectangular, the upper two are trapezoid-shaped, following the shape of the gable end.

The north-northwest elevation has six, fixed single-lite metal windows at the east end and a random rubble stone clad portion at the west end.

The west-southwest elevation is clad in concrete block and supports two vehicle entrances with overhead doors. The doors were open at the time of survey.

The south-southeast elevation has a metal personnel entrance at the west end.

### **Feature 3**

Feature 3 is a set of detached concrete steps located north of Feature 1 and east of Feature 2. The steps are associated with the farmstead that occupied this location prior to the car dealership and are inscribed with the name "W. A. Drake."

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#### IV. Architectural History

25. Date of Construction: Estimate: ##### Actual: 1966  
Source of information: Larimer County Assessor Records
26. Architect: Moore, Combs, and Burch  
Source of information: "Ground Breaking." *Coloradoan*, March 13, 1966
27. Builder/Contractor: Reid Burton Construction Company  
Source of information: "New Ghent Motors Garage Set for August Opening." *Coloradoan*, February 27, 1966.
28. Original owner: Frank Ghent  
Source of information: "New Ghent Motors Garage Set for August Opening." *Coloradoan*, February 27, 1966.
29. Construction history (include description and dates of major additions, alterations, or demolitions):

A car wash was added to the site in 1972. The building was located at the northwest corner of the site and was removed between 1983-1999. In 1976, chain link fencing was added around the rear parking area and prefabricated buildings were installed, although their exact location is unknown. The roof of the west portion was replaced in 1997 with EPDM roofing (synthetic rubber). In 1998, the east portion roof was replaced with 18-inch standing seam metal panels. Other alterations since the time of construction include the replacement of at least 14 overhead service doors with modern counterparts; the exact date of this change is unknown.

Previous documentation for this site posited that the canopy on the east-northeast elevation was added after the building's original construction date of 1966. Although there are several construction images that show the building without the canopy, a 1966 photo in the *Coloradoan* provides evidence that it was constructed at the same time as the remainder of the dealership.<sup>1</sup> In addition, an artist sketch of the building's design printed in February of that year depicts the canopy, indicating it was an integral part of the building from the design stage.<sup>2</sup>

The previous documentation also notes the two shed-roofed additions to the west elevation were added in 2004 as documented by plans held at the Fort Collins Permit

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<sup>1</sup> "Thank You!" *Coloradoan*, October 26, 1966, page 39.

<sup>2</sup> "New Ghent Motors Garage." *Coloradoan*, February 27, 1966, page 30.

Office. These plans could not be relocated during this project and historic aerial images indicate the additions were added between 1983-1999.

30. Original location  Moved  Date of move(s): #####

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## V. Historical Associations

31. Original use(s): Commerce / Trade – Auto Showroom  
32. Intermediate use(s): [Click here to enter text.](#)  
33. Current use(s): Commerce / Trade – Auto Showroom  
34. Site type(s): Car dealership  
35. Historical background:

### Overview

This site is the Ghent Automobile Dealership, constructed in 1966. It consists of three features: an irregular plan showroom and service center (Feature 1), a rectangular plan building constructed for use as a used car office (Feature 2), and a set of detached concrete stairs (Feature 3) belonging to the W. A. Drake farm which occupied the site prior to the dealership. Frank Ghent began selling cars in 1926 and continued to work in the automotive industry through the 1980s. In 1940, Ghent took over the Ford Automobile dealership at 205 N. College. With the help of his sons, Eldon and Dwight, the Ghent's opened a used car dealership across the street and a service and parts store several blocks away. The business relocated to this site in 1966 and combined all aspects of their dealership on one property. The site is significant under Fort Collins Significance Standards 1, 2, and 3 for its association with the post-war movement of businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city, for its association with the Ghent family, as an excellent representation of mid-century automobile dealership design, and as a representation of the Modern Movement / Contemporary architectural style.

### Automobiles in Fort Collins

Invented in the late nineteenth-century, the automobile has transformed American life and space. Early automobiles were a luxury of the wealthy, as most Americans traveled by foot, horsepower, or railroad. The first automobile appeared in Fort Collins in 1902, driven by County Judge J. Mack Mills.<sup>3</sup> Ownership grew slowly, and it was more than a year later before the next automobile came to town. By 1909, the city clerk reported 140 vehicles registered to Fort Collins residents.<sup>4</sup> With a population of approximately 8,000 in 1910, it is apparent that automobile

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<sup>3</sup> Malcom McNeill, *The Automobile Comes to Fort Collins*, (Malcolm E. McNeill: Fort Collins, CO: 2013), 7.

<sup>4</sup> Doug Ernest, "Gasoline Service Stations in Fort Collins, 1920-1960: History and Architecture" Unpublished document on-file with City of Fort Collins, Museum of

ownership continued to be a recreational expense only for the elite of Fort Collins. Introduction of enclosed cabs, easy starters, and the innovation of mass production techniques by Henry Ford in the 1910s significantly reduced the cost of construction and made automobiles more attractive to middle-class Americans. Ownership rose drastically in the 1920s, buoyed by economic prosperity and the easy availability of credit. By 1927, more than 50% of Americans owned a car, shifting car culture from a luxury expense of the wealthy to a requirement of life in the United States.<sup>5</sup>

This increase of automobile ownership in the 1920s can be tracked through the Fort Collins city directory listings for automobile related services. In 1919, the directory listed nine categories of auto-related services across Fort Collins, Loveland, and Bellvue; by 1925, the number of categories increased to twenty in Fort Collins alone. Services offered included automobile related painters, parts, batteries, camps, storage, supplies, rentals, electricians, tires, and service stations. Another indication of the shift towards automobile reliance appears in two contrasting images of the intersection of College Avenue and Mountain Avenue taken twenty years apart. As Malcom McNeill documents in *The Automobile Comes to Fort Collins*, a 1904 image shows pedestrian and horse-powered transit, while a 1922 image depicts paved streets and automobiles, with not a horse in sight.<sup>6</sup>

Demand for new automobiles slowed significantly during the Great Depression, but Americans did not give up their vehicles. Although production of new cars dropped by 75% between 1929-1933, to its lowest rate since 1918, registrations only dipped by 10%, likely bolstered by the rising used car market.<sup>7</sup> By 1935, auto sales had returned near to 1920s numbers.<sup>8</sup> The United States' entry into World War II dramatically affected use and production of automobiles, as gasoline was rationed and essential materials like rubber and metal were diverted in service of the war. Many manufacturers shifted to military production, making airplane engines, tanks, armored cars, and rockets. In Fort Collins, a group of businessmen, including two car dealership owners, established a new manufacturing company during the war known as the Northern Colorado Manufacturing Company. S.D. Hall and Ferd Markley, among others, provided \$25,000 in capital stock and acquired a subcontract with the US Navy to produce submarine parts.<sup>9</sup> The new manufacturing company employed 58 locals at the Giddings Machine shop; between January and May 1943, the

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Discovery, <https://fchc.contentdm.oclc.org/digital/collection/rb/id/9553/rec/1>

<sup>5</sup> *Ibid.*

<sup>6</sup> McNeill, *The Automobile Comes to Fort Collins*, 60-61.

<sup>7</sup> Robert Genat, *The American Car Dealership*, (MBI Publishing: Osceola, WI, 1999), 9.

<sup>8</sup> Ernest, "Gasoline Service Stations," 4.

<sup>9</sup> "Plant to Begin Working Soon." *Express-Courier*, September 25, 1942.

shop turned out \$55,000 in war materials and contributed \$26,000 to the local economy via their monthly payroll.<sup>10</sup>

As the United States entered the post-war era, car manufacturers quickly shifted back to producing automobiles. Many Americans had put off buying a new vehicle during the previous decades of depression and war and consumer demand for new cars rose to a new high in 1949.<sup>11</sup> Car purchases increased through the 1950s, fueled by fears that involvement in the Korean War would again restrict automobile manufacturing. Although automobile designs in the late 1940s appeared very similar to pre-war vehicles, car manufacturers were soon debuting new sleek, streamlined, modern designs; frequently changing features and body styles encouraged the purchase of a new, updated automobile. Post war prosperity coupled with easily available credit and the connection of consumerism to patriotism drove the emergence of a uniquely American car culture.<sup>12</sup> Families moved away from the city center into newly developed suburbs where daily tasks, like running errands and going to work, required use of an automobile. For local Fort Collins residents, the dominance of individual automobile transportation was secured when the city's streetcar system, established in 1907, closed in 1951.

In Fort Collins, the thriving postwar economy drove a building boom that lasted into the 1970s. As automobile use became the norm, businesses accommodated drivers with easy access, free parking, and drive-up services. Even Fort Collins' new City Hall, constructed in 1958, included a drive-up window for utility payments.<sup>13</sup> Although the city's wide streets and availability of parking allowed merchants to remain profitable downtown for longer than other cities by the 1960s, several of the main retail establishments were beginning to relocate away from downtown. J.C. Penny constructed a new store on South College Avenue in 1963 and Montgomery Ward relocated to the new University Shopping Center that same year.<sup>14</sup>

By the 1970s, American's relationship to cars was changing. New emissions standards and tighter safety regulations constrained auto makers who, "turned out cars that were uninspired when compared to those of the previous 20 years."<sup>15</sup> The oil embargo imposed by the Organization of Petroleum Exporting Countries (OPEC) in 1973 sparked a sudden decline in full-size automobile sales and Americans began to seek out smaller, more gas efficient cars, many of which were

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<sup>10</sup> "Lest We Forget Fort Collins." *Express-Courier*, October 15, 1943.

"City's New War Industry Planned To Continue Into Peaceful Years." *Express-Courier*, May 23, 1943.

<sup>11</sup> Genat, *The American Car Dealership*, 10.

<sup>12</sup> Ashlen Stump, "An Auto-Biography: The Significance of Mid-Century Automobile Showrooms in Virginia," (master's thesis, University of Georgia, 2020), 26

<sup>13</sup> Cindy Harris and Adam Thomas, "Fort Collins E-X-P-A-N-D-S: The City's Postwar Development 1945-1969," (Denver, CO: Historitecture, 2011), 63.

<sup>14</sup> Harris and Thomas, "Fort Collins E-X-P-A-N-D-S," 66-67.

<sup>15</sup> Genat, *The American Car Dealership* 13

imported from Japan and Europe. These changes dramatically impacted automobile dealers and the ways in which the American public sought out and purchased new vehicles.<sup>16</sup>

### *Automobile Dealerships*

Many of the first automobile dealerships were auto repair garages, converted from bicycle sales and wagon repair shops; blacksmiths who built and repaired wagons were familiar with component fabrication and chassis construction, and bicycle repairmen understood early automobile drive mechanisms. As Robert Genat's states in *The American Car Dealership*, "it was only natural to promote the auto repair business by selling more cars."<sup>17</sup> The first automobile-related businesses in Fort Collins illustrate this accommodation of auto-related repair and sales into other types of businesses. The 1907 city directory denotes four auto-related businesses, none of which exclusively sold automobiles: H. C. Bradley's Fix-It Shop at 156 S. College, Fort Collins Auto Garage at E. Mountain and Chestnut, W. A. Hawthorne's Garage and bicycle repair at 133 E. Oak (later 230 S. College), and the Harris Brothers' Feed Store and Stable at 250 N. College. Clustered near the central business district of the city, these early shops may have struggled with the limitations of converting an existing building to accommodate automobile sales and service considering the space and access needed to showcase and move vehicles in and out of the building.

By the 1920s, automobile dealerships had emerged as a building type in their own right; architectural magazines like *The American Architect* noted the requirements for automobile showrooms, differentiating these buildings from other types of retail.<sup>18</sup> Purpose-built dealerships continued to be located along main streets, but some moved farther away from the central business district seeking larger lots and lower rents.<sup>19</sup> New dealerships were often constructed as a single-story building with reinforced concrete for fireproofing and to reduce vibrations, larger entrances which allowed vehicles to be moved in and out of the showroom, and expansive front windows, known as 'visual front', to display new merchandise. Exterior design was also important as storefronts needed to catch the eye of potential customers. Upscale dealerships often used popular Art Deco and Streamline Moderne details to draw in pedestrians and project an air of progressiveness and modernity.<sup>20</sup> Smaller dealerships drew from a variety of styles to convey their

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<sup>16</sup> Stump, "Mid-Century Automobile Showrooms," 90.

<sup>17</sup> Genat, *The American Car Dealership*, 39.

<sup>18</sup> Stump, "Mid-Century Automobile Showrooms", 20.

<sup>19</sup> *Ibid.*, 22.

<sup>20</sup> *Ibid.*, 32-33.

modernity and utilized other architectural devices to attract customers' attention like size, contrast, color, and pattern.<sup>21</sup>

In 1936, Art Sheely constructed a new Moderne style showroom at 330 S. College. The building occupied a corner lot along the main thoroughfare and was located slightly farther away from downtown than earlier dealerships; several residences had to be demolished prior to construction.<sup>22</sup> The building was asymmetrical with large front windows, a stepped parapet with horizontal lines, and a large Chrysler-Plymouth neon sign over the primary entrance.<sup>23</sup> Dreiling Motors also constructed a new dealership in 1943 at 230 S. College. The stucco-clad building supported banks of large, plate glass windows, an inset corner entrance with gasoline pumps, and a large lighted, curved sign which advertised GMC Trucks and Buick.<sup>24</sup>

Few dealerships were constructed during WWII, but pent-up consumer demand and a shift towards car culture led to a proliferation of new auto dealers and showrooms postwar. With heightened competition, dealers needed to set themselves apart and capture the interest of their increasingly mobile customers. Car manufacturers began to print informational booklets for dealers which provided advice on planning new dealerships and shared the results of dealership design competitions. *Planning Automobile Dealer Properties*, produced in 1948 by General Motors Corporation, provided guidance for business owners looking to construct a new dealership. The book's first eighteen pages detail the importance of the showroom, which acted as a continuous advertisement for the cars located within. The guide noted that showrooms should be sited in the most prominent location, "so that it is seen- by the largest amount of traffic, for the longest period of time, and at the most frequent intervals"; this was essential as traffic, "is the raw material from which all customers are derived."<sup>25</sup> The book considered such details as proper viewing distance from automobile traffic, shape and angle of store windows, the importance of natural lighting, canopies, roof supports, and display backgrounds. Dealerships also utilized other features to further catch the eye of potential customers including large colorful signs that moved or blinked and using

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<sup>21</sup> Genat, *The American Car Dealerships*, 46.

Stump, "Mid-Century Automobile Showrooms," 34.

<sup>22</sup> "Sheely Buys Lot, To Build Garage." *Express-Courier*, April 28, 1936.

<sup>23</sup> "Art C. Sheely Auto Company." Image #H08799. Photograph on-file with City of Fort Collins, Museum of Discovery,

<https://fchc.contentdm.oclc.org/digital/collection/ph/id/14862/rec/10>

<sup>24</sup> "Dreiling Motors." Image #H32735. Photograph on-file with City of Fort Collins, Museum of Discovery,

<https://fchc.contentdm.oclc.org/digital/collection/ph/id/24947/rec/1>.

<sup>25</sup> General Motors Corporation, *Planning Automobile Dealer Properties*, (General Motors Corporation: Detroit, MI, 1948), 3.



dramatic exaggeration of the building's structural elements like folded-plate roofs and asymmetrical massing.<sup>26</sup>

The number of Fort Collins automobile dealerships increased significantly following WWII. The 1936 city directory lists eleven automobile sellers and by 1960, the number had increased to nineteen. A 1953 promotional publication from the Securities Investment Corporation entitled, *The Counselor*, described the auto industry as "vital" to the Fort Collins economy. "With 893 people dependent directly upon the automotive industry...with a total volume of \$6,802,086.89 in new car sales and service during the last year, and with a combined payroll of \$893,877.95... this industry represents a very vital part in the general economy of the community."<sup>27</sup>

As the city's population skyrocketed and new cars increased in size, dealers looked towards the outskirts of town for expansion. Several dealerships moved north along College Avenue and new dealerships emerged at 742, 910, 1110, 1006, and 1827 North College by 1960. Fewer dealerships looked to the south; it wasn't until 1964 that the first automobile dealership moved past the 400 block of South College. That year, Rauch Motors constructed a new dealership at 2000 S. College. The business was short-lived, closing in 1972, but lead the way for others moving in that direction including Ghent Motors at 2601 S. College in 1966, Ferd Markley to 3401 S. College in 1973, and Dick Dellenbach to 3111 S. College in 1971.

## Frank Ghent

Born in 1894 to a South Carolina sharecropper, Frank Ghent opened his first business at the age of 15.<sup>28</sup> His bicycle rental operation supported his interest in photography and Frank later made his living as a photographer before he enlisted in the Navy in 1917. Frank served with the Navy during WWI and contracted tuberculosis during his service. He was sent to a Colorado Springs hospital for recovery in 1919; he soon took a leave of absence from the Navy and continued to explore Colorado. Eventually, he landed in Craig, CO where he met his future wife, Vera Nunnmaker.<sup>29</sup> Perhaps foreshadowing his future career, Frank took Vera on a countryside drive in his Model T for their first date. The pair married in Boulder in 1919 and relocated to Fort Collins where Frank attended Colorado Agricultural College studying animal husbandry. After his graduation, the young family moved to a homestead tract Frank had claimed near Craig. They

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<sup>26</sup> Stump, "Mid-Century Automobile Showrooms," 42.

<sup>27</sup> "Auto Industry Vital to Fort Collins," ed. Fred M. Cook, *The Counselor*, Vol. 4 No. 18, (December 1953), 22.

<sup>28</sup> "90-year-old founder of Ghent Motors dies." *Coloradoan*, January 7, 1985.

<sup>29</sup> "A true Colorado love story." *Triangle Review*, December 16, 1979.

Arlene Briggs Ahlbrandt, ed. *Memories of War Years: Larimer County, Colorado*. (Curtis Media Corporation: Dallas, TX, 1993).

resided there in a three-room home and raised crops on their acreage. Ultimately, the Ghent's decided to sell their land and return to Fort Collins in 1925.<sup>30</sup>

Frank's long career in the automotive industry launched in 1926 when he began to sell Chevrolet's for Johnson and Kissock's Poudre Motors. Concerned about supporting his family with only commissions on his car sales, Frank left the auto business briefly in 1932 to serve as undersheriff of Larimer County.<sup>31</sup> He returned to Poudre Chevrolet in 1934 and by 1938 opened an independent car business with Leo Chol.<sup>32</sup> The pair sold used cars from "Leo's Used Car Lot" at 330 Walnut for two years before expanding significantly in 1940 when they bought out the Hall and Thomas Motor firm. With this acquisition, Chol and Ghent obtained the franchise for Ford, Lincoln, and Mercury sales and the Hall and Thomas Motor firm's facilities at 205 North College.<sup>33</sup>

In 1945, Leo Chol sold his interest in the company and in 1948, Ghent took on a new partner – Will Bugas, a Ford dealer from Coalinga, California.<sup>34</sup> The newly renamed Ghent-Bugas Motors expanded, taking over an empty lot across the street for their used car sales.<sup>35</sup> By 1954, Bugas had left the dealership. Frank, and his sons Dwight and Eldon, continued at the 205 N. College location, expanding again in 1957 to include Edsel sales and a service department at 148 W. Oak, formerly the location of the Bader Pontiac Agency.<sup>36</sup> The 1950s proved a busy and successful decade for the dealership. A 1958 *Coloradoan* photo highlighted the importance of the Ghent's to Fort Collins' economy: the image depicts Dwight Ghent and Mayor Robert Sears posed with a \$2 bill, the caption noted the \$30,000 biweekly payroll distributed to Ghent Motors employees.<sup>37</sup>

The Ghent's not only operated their multiple dealership locations they also supported a wide variety of community programs and statewide initiatives. Ghent Motors provided a chassis for the library's bookmobile in 1952, sold school buses and dump trucks to the city, donated a vehicle for driver training classes at Fort Collins High School in 1957, and established a new scholarship at Colorado State University in 1959.<sup>38</sup> Frank and Vera were both deeply involved with local veterans' groups, Frank held state and local offices for both the American Legion and Disabled American

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<sup>30</sup> "90-year-old founder of Ghent Motors dies." *Coloradoan*, January 7, 1985.

<sup>31</sup> "A true Colorado love story." *Triangle Review*, December 16, 1979.

<sup>32</sup> "Ghent's to Mark Anniversary - Married 50 years." *Coloradoan*, December 10, 1969.

<sup>33</sup> "Chol and Ghent Take Ford Agency, Opening Saturday on North College." *Express-Courier*, May 3, 1940.

<sup>34</sup> "Californian Buys Interest in Ghent." *Coloradoan*, February 12, 1948.

"Ghent's Take Over Automobile Firm." *Coloradoan*, March 5, 1953.

<sup>35</sup> "Ghent Adds Car Lot." *Coloradoan*, June 6, 1946.

<sup>36</sup> "Ghent Opens Edsel Agency." *Coloradoan*, September 18, 1957.

<sup>37</sup> "Buying Power Shown." *Coloradoan*, June 1, 1958.

<sup>38</sup> "For Training Drivers." *Coloradoan*, December 23, 1957.

"New Library Truck to Serve County." *Coloradoan*, July 23, 1952.

"Ghents will give new scholarship to CSU freshmen." *Coloradoan*, February 3, 1959.

Veterans; meetings for these groups were often held at the Ghent dealership and the company employed more than a dozen WWI and WWII veterans in 1946.<sup>39</sup> During WWII, Frank chaired the local Civil Defense organization and fundraised with Community Chest, now United Way. He served on the State Highway Commission for eight years (1956-1964) and chaired the Commission from 1962-1964. During his time on the commission, the organization oversaw the construction of the Eisenhower Tunnel and Frank is personally credited with securing the funds to pave Highway 14 up to Cameron Pass.<sup>40</sup>

By 1964, Ghent Motors was considering a move away from their downtown location.<sup>41</sup> In a 1987 edition of *Business World*, local competitor Gene Markley of Markley Motors remembers the move, "Ghent was the first to go south... We all thought he was a little crazy for moving out into the country".<sup>42</sup> The new 5-acre location at the corner of Drake Road and College Avenue had been a part of the W. A. Drake Farm and was first developed only as an additional car lot. An advertisement for the South College Sales Lot's grand opening located the dealership's expansion squarely within the context of Fort Collins' mid-century growth and the subsequent movement of commercial properties away from the city center. The South College lot was, "Expanding with Growing Fort Collins" and the ad noted, "Now as our city grows we add a modern, well lighted car lot to serve Fort Collins even better".<sup>43</sup>

In February of 1966, the new dealership complex was announced. A good deal of research was conducted prior to its development, a 1966 *Coloradoan* article noted the Ghent's, "traveled to several states, looking at new dealer buildings and gathering ideas the last five years before the original new design was reached".<sup>44</sup> The new complex boasted a five-car, glass-fronted showroom, 32 service stalls, doubled body shop space, and a drive-up window for parts purchasing; two acres of the site were reserved for customer parking while the remaining three acres housed the vehicle inventory and buildings.<sup>45</sup> Denver architects Moore, Combs, and Burch designed the buildings with modern materials and features including air conditioning, laminated wood beams, and a pre-stressed concrete roof. A separate building housed the used car office (Feature 2).

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<sup>39</sup> "A true Colorado love story." *Triangle Review*, December 16, 1979.

"Ghents are hosts." *Coloradoan*, September 15, 1946.

<sup>40</sup> "Citizen of the Month - Frank Ghent: Service to city is auto-matic." *Coloradoan*, April 22, 1984.

"Ghent Will Head Board." *Coloradoan*, February 19, 1962.

<sup>41</sup> "Council Oks Annexation Water Rule." *Coloradoan*, November 26, 1964.

<sup>42</sup> "Multi-Generation Car Dealers." *Fort Collins Business World*, July 1987.

<sup>43</sup> "Ghent Motor Co. Announces its Southern Exposure." *Coloradoan*, August 11, 1965.

<sup>44</sup> "Ghent Motor Co in New Home." *Coloradoan*, August 31, 1966.

<sup>45</sup> *Ibid.*

"New Ghent Motors Garage Set for August Opening." *Coloradoan*, February 27, 1966.

Although Frank Ghent took a less active role in the Ghent Motor Company as he aged, he continued to serve as chairman of the company's board until his 90s.<sup>46</sup> His sons, Dwight and Eldon served as president and vice-president of the company, respectively, and by 1987, the company included the third generation of Ghent's: Bob, Brad, and Curtis.<sup>47</sup> In 1980, Dwight Ghent was awarded a *Time* magazine Quality Dealer award, one of seventy winners for that year.<sup>48</sup> Frank passed in 1985. The Ghent Limited Partnership Association sold the property to Dracol LLC in 2012.

36. Sources of information:

Ahlbrandt, Arlene Briggs, ed. *Memories of War Years: Larimer County, Colorado*. Curtis Media Corporation: Dallas, TX, 1993.

"Art C. Sheely Auto Company." Image #H08799. Photograph on-file with City of Fort Collins, Museum of Discovery, <https://fchc.contentdm.oclc.org/digital/collection/ph/id/14862/rec/10>  
"Auto Industry Vital to Fort Collins," ed. Fred M. Cook, *The Counselor*, Vol. 4 No. 18, December 1953.

*Coloradoan*

"90-year-old founder of Ghent Motors dies." *Coloradoan*, January 7, 1985.

"All Eyes are Focused on the Opening of..." *Coloradoan*, April 25, 1951.

"Apartment House, Business Permits Issued at City Hall" *Coloradoan*, February 24, 1964.

"Buying Power Shown." *Coloradoan*, June 1, 1958.

"Californian Buys Interest in Ghent." *Coloradoan*, February 12, 1948.

"Citizen of the Month – Frank Ghent: Service to the city is auto-matic." *Coloradoan*, April 22, 1984.

"Council Oks Annexation Water Rule." *Coloradoan*, November 26, 1964.

"For Training Drivers." *Coloradoan*, December 23, 1957.

"Ghent Adds Car Lot." *Coloradoan*, June 6, 1946.

"Ghent Motor Co. Announces its Southern Exposure." *Coloradoan*, August 11, 1965.

"Ghent Motor Co in New Home." *Coloradoan*, August 31, 1966.

"Ghent Opens Edsel Agency." *Coloradoan*, September 18, 1957.

"Ghents are hosts." *Coloradoan*, September 15, 1946.

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<sup>46</sup> "Citizen of the Month – Frank Ghent: Service to the city is auto-matic." *Coloradoan*, April 22, 1984.

<sup>47</sup> "Multi-Generation Car Dealers." *Fort Collins Business World*, July 1987.

<sup>48</sup> "Ghent wins dealer award." *Coloradoan*, March 30, 1980.

Resource Number: B111 (City); 5LR.14283 (State)

Temporary Resource Number:

Address: 2601 S. College Ave

"Ghent's Take Over Automobile Firm." *Coloradoan*, March 5, 1953.

"Ghent's to Mark Anniversary – Married 50 years." *Coloradoan*, December 10, 1969.

"Ghents will give new scholarship to CSU freshmen." *Coloradoan*, February 3, 1959.

"Ghent Will Head Board." *Coloradoan*, February 19, 1962.

"Ghent wins dealer award." *Coloradoan*, March 30, 1980.

"New Ghent Motors Garage Set for August Opening." *Coloradoan*, February 27, 1966.

"New Library Truck to Serve County." *Coloradoan*, July 23, 1952.

"Thank You!" *Coloradoan*, October 26, 1966, page 39.

Dyson, Carol. "Mid-Century Commercial Modernism: Design and Materials." In *Proceedings of the Mid-Century Modern Structures: Materials and Preservation Symposium*. St. Louis, MO, April 2015.

--- "Midcentury Commercial Design Evaluation and Preservation: An Opportunity for Commissions." *The Alliance Review*. Spring 2017.

Ernest, Doug. "Gasoline Service Stations in Fort Collins, 1920-1960: History and Architecture." Unpublished document on-file with City of Fort Collins, Museum of Discovery, <https://fchc.contentdm.oclc.org/digital/collection/rb/id/9553/rec/1>

#### *Express-Courier*

"Chol and Ghent Take Ford Agency, Opening Saturday on North College." *Express-Courier*, May 3, 1940.

"Lest We Forget Fort Collins." *Express-Courier*, October 15, 1943.

"City's New War Industry Planned To Continue Into Peaceful Years." *Express-Courier*, May 23, 1943.

"Plant to Begin Working Soon." *Express-Courier*, September 25, 1942.

"Sheely Buys Lot, To Build Garage." *Express-Courier*, April 28, 1936.

#### *Fort Collins Business World*

"Multi-Generation Car Dealers." *Fort Collins Business World*, July 1987.

Genat, Robert. *The American Car Dealership*. MBI Publishing: Osceola, WI, 1999.

General Motors Corporation. *Planning Automobile Dealer Properties*. General Motors Corporation: Detroit, MI, 1948.

Harris, Cindy and Adam Thomas. "Fort Collins E-X-P-A-N-D-S The City's Postwar Development 1945-1969." Denver, CO: Historitecture, 2011.

McNeill, Malcom. *The Automobile Comes to Fort Collins*. Malcolm E. McNeill: Fort Collins, CO, 2013.

Stump, Ashlen. "An Auto-Biography: The Significance of Mid-Century Automobile Showrooms in Virginia." master's thesis, University of Georgia, 2020

*Triangle Review*

“A true Colorado love story.” *Triangle Review*, December 16, 1979.

**VI. Significance**

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

Designating authority: N/A

38. Applicable Eligibility Criteria:

National Register    Fort Collins Register

- A.     1.    Associated with events that have made a significant contribution to the broad pattern of our history;
- B.     2.    Associated with the lives of persons significant in our past;
- C.     3.    Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or
- D.     4.    Has yielded, or may be likely to yield, information important in history or prehistory.

Qualifies under Criteria Considerations A through G (see Manual)

Does not meet any of the above criteria

Needs additional research under standards:     A/1     B/2     C/3     D/4

39. Area(s) of significance:  
City Planning and Development, Commerce, Architecture

40. Period of significance: 1966

41. Level of significance: National     State     Local

42. Statement of significance:

This site has previously been documented by the City of Fort Collins and Robert and Kristen Autobee in 2017-2018. It was determined not eligible for listing as a local landmark by Fort Collins City Council in April 2018.

In October 2017, Historic Preservation staff received an application for Historic Review associated with a potential development proposal that would impact this site. The property was reviewed by the Director of Community Development and Neighborhood Services and the Chair of the Landmark Preservation Commission as required by Land Use Code section 3.4.7(c). They found the property eligible for listing as a local landmark under Significance Standards A, B, and C for its association with the growth of the automobile industry, association with the Ghent family, and as a property that embodies the distinctive original characteristics of a mid-century automobile dealership. The reviewers noted that the roof materials and several garage doors had been altered, but that the property retained a preponderance of its architectural integrity.

This finding was appealed to the Landmark Preservation Commission (LPC) in February 2018. With this appeal, the appellant submitted a Colorado Cultural Resource Survey Architectural Inventory Form prepared by independent historians, Robert and Kirsten Autobee who found the site not eligible for listing as a local landmark and not eligible for listing on the State and National Registers. The Autobee's determined the property not eligible under local Standard 1 as, "Mr. Ghent had started and established his business at another location", not eligible under local Standard 2 due to the property's lack of association with the significant period of Mr. Ghent's life, and not eligible under Standard 3 as the building did not possess distinctive characteristics of a type, period, or method of construction.

The LPC examined the integrity, context, and standards of eligibility for the site and upheld the finding of individually eligible for listing as a local landmark under Standards A and C. The Commission noted additional information was needed before determining the site eligible under Standard B. This finding was appealed to City Council. On April 3, 2018, City Council overturned the LPC decision as it, "failed to properly interpret and apply relevant provisions of the Code".

The site was revisited for this survey in 2023 and additional research was conducted leading to a reevaluation of the site's significance. In addition, the City of Fort Collins' Land Use Code 3.4.7(c) dealing with historic and cultural resources was repealed in its entirety on March 5, 2019. This site has been evaluated against the updated City of Fort Collins' Significance Standards.

Under Standard 1, the site is strongly associated with the post-war movement of Fort Collins businesses, generally, and automobile dealerships, specifically, away from downtown toward the edges of the city. As the city's population grew after WWII, many commercial enterprises relocated from the space-constrained downtown to the open areas near the outskirts of town. Thomas and Harris note in their postwar development context, "As automobile use increased, business owners found ways to cater to drivers who wanted easy access to services and plenty of parking spaces."<sup>49</sup> The 1966 Ghent dealership exemplifies this historic trend and is an excellent example of a mid-century business relocating to better meet the needs of their automobile-driving customers. The new dealership location had two acres of parking, entrances on both College Avenue and Drake Road with "360-degree access to the building", and a drive-thru window for auto

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<sup>49</sup> Thomas and Harris, "Fort Collins E-X-P-A-N-D-S", 62.



part sales.<sup>50</sup> Autobee's assertion that, "Because, Mr. Ghent had started and established his business at another location, 5LR.14283 would not qualify under Fort Collins Local Landmark Criteria 1" is erroneous. Fort Collins Municipal Code Section 14-22(a)(1) does not disqualify businesses that existed in a previous location; in fact, the relocation of the business at that specific point in time is what makes this site significant and qualifies it for individual landmarking under Standard 1. Feature 3 would not contribute to the significance of the site under this Standard.

The site is significant under Standard 2 for its association with Frank and Dwight Ghent. The previous documentation in 2017 determined the site not eligible under this standard as, "Mr. Ghent's activities in the development of Larimer County and Fort Collins primary took place before the move to 2601 S. College Avenue in 1966". In 2018, the LPC noted additional information was needed to provide an evaluation of the site's association with the Ghent family. Additional research conducted for this project found Dwight and Frank Ghent influential and important members of the Fort Collins business community. The Ghent's were active in various veteran organizations, provided vehicles for community needs, served on local boards and commissions including the Chamber of Commerce Board, State Highway Commission, Fort Collins Water Board, and First National Bank Board. In addition, the Ghent's were active members of local, state, and national automobile dealer associations. The Ghent family has made a recognizable contribution to the history of Fort Collins and the site is eligible under Standard 2 for its association with the family. Although Dwight's home at 1612 Sheely Drive is locally landmarked as part of the Sheely Historic District and Frank's home at 638 Whedbee is included in the National Register Laurel School Historic District and was individually landmarked in 1996, Fort Collins city code does not prohibit landmarking multiple properties associated with the same individuals. Feature 3 would not contribute to the significance of the site under this Standard. Under Standard 3, the site is significant as an excellent and rare remaining example of mid-century automobile dealership design and as an example of the Modern Movement / Contemporary architectural style. In 2018, Autobee and Autobee recommended the site not eligible under Standard C as the building had undergone alterations over the past five years and did not possess distinctive characteristics of a type, period, or method of construction. Additional research and consideration of character defining features other than the roof and overhead doors reveals the site to

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<sup>50</sup> "New Ghent Motors Garage Set for August Opening." *Coloradoan*, February 27, 1966.

retain sufficient integrity and convey a Modern Movement / Contemporary architectural style. Feature 3 would not contribute to the significance of the site under this Standard.

The site is a good example of the Modern Movements / Contemporary architectural style. Character defining features include large plate glass windows, long and low massing, low-pitched gable roof, asymmetrical plan, widely overhanging eaves, exposed rafter beams, stretches of uninterrupted wall cladding, obscured entry, and use of natural materials. Contemporary and Modern Movement architectural styles expressed the economic prosperity and belief in modern technology of the mid-century period.<sup>51</sup> Glossy brushed metals, expanses of plate glass, and use of newly invented materials like laminated wood beam or plastics, “represented America’s unwavering belief in new technology” and excitement for the space age of the future.<sup>52</sup> Use of modern materials and a modern design also indicated to prospective customers that the business and its products were modern and up to date. Modern Movement buildings express an important aspect of Fort Collins and United States history – a time of economic prosperity, belief in new technology and materials, and the changing nature of consumer culture.<sup>53</sup>

Fort Collins has several prominent buildings that express the wide variety of architectural forms included under the Modern Movement umbrella, but only one other known Contemporary style commercial building. Descended from the architectural tradition of Frank Lloyd Wright, Contemporary style buildings were designed to feature geometric shapes, natural materials and the interplay of interior and exterior spaces. A spate of commercial buildings constructed near downtown in the late 1950s through the 1970s convey the International, Googie, Usonian, and Brutalist styles. These buildings include Rocky Mountain Bank (1966) at 315 W Oak, First National Bank Tower (1968) at 215 W. Oak, Poudre Valley National Bank (1966-1967) at 401 S. College, and Safeway, now Lucky’s (1966), at 425 S. College. Further from downtown, the Faith Realty building at 1630 S. College (1964) and the Key Bank (1970), located just northeast of the Ghent dealership, express the Modern Movement architectural styles with their flat roofs, wide metal cornices, overhanging eaves, and horizontal massing. The strip mall at 1101 W. Elizabeth (1964) has not been previously documented by city’s Historic Preservation Services, but it expresses Modern Movement characteristics with its iconic folded plate

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<sup>51</sup> Carol J. Dyson, “Midcentury Commercial Design Evaluation and Preservation: An Opportunity for Commissions.” *The Alliance Review* (Spring 2017), 4.

<sup>52</sup> Dyson, “Evaluation and Preservation.”

<sup>53</sup> Carol Dyson, “Mid-Century Commercial Modernism: Design and Materials.” In *Proceedings of the Mid-Century Modern Structures: Materials and Preservation Symposium*, St. Louis, MO, April 2015.

roof and exaggerated structural supports. Although not currently within city limits (but within the city's Growth Management Area), the only known Contemporary style building is Supermarket Liquors at 1300 E. Mulberry.

As discussed above, automobile dealerships emerged as a building type, separate from other retail establishments, in the 1920s. By the 1940s, automobile manufacturers were encouraging dealers to modernize their buildings through publications like General Motor's *Planning Automobile Dealer Properties* and Ford's *Plans for New and Modernized Sales and Service Buildings*. The Ghent's were active members of the Ford Motor Company Dealer's Association and frequently attended training sessions in Detroit, MI. A 1966 *Coloradoan* article notes the Ghent's planned the site, "with the help of the Ford Motor Company" after visiting many auto dealerships throughout the country.<sup>54</sup> This site exhibits the design principles of mid-century automobile dealerships which reflect a period of American car culture that no longer exists today. The site's orientation along two arterial streets, increased access to service bays, and drive-thru part sales window illustrate the centrality of automobiles to Fort Collins residents, while the showroom's elevation above street level, oblique orientation toward the intersection of Drake Road and College Avenue, and window walls reflect the values of mid-century consumer culture, where advertisements for new cars were made to those already driving automobiles.

In addition, this site is one of the few remaining mid-century automobile dealerships within Fort Collins that retains sufficient integrity to convey its historic associations. During the 2018 City Commission meeting, several local examples of post-WWII automobile dealerships were noted. Those dealerships, along with others identified during the course of this survey, are listed below with a description of their current status.

- Poudre Valley Motors constructed a new dealership at 303 N. College in 1951 and operated at that location through 1971.<sup>55</sup> The building was demolished in 2022.
- Michael Rambler Jeep constructed a new dealership with a folded plate roof at 331 N. College in 1965-1966.<sup>56</sup> The building was demolished in 2022.
- The Ed Carroll Volkswagen dealership, built in 1968 at 3003 S. College, has been heavily altered with several additions to the west elevation in the 1980s, 1990s, and 2000s and a remodel of the façade in 2017.

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<sup>54</sup> "History of Fort Dealers in Fort Collins." *Coloradoan*, October 26, 1966.

<sup>55</sup> "All Eyes are Focused on the Opening of..." *Coloradoan*, April 25, 1951.

<sup>56</sup> "A New Business for Fort Collins." *Coloradoan*, December 5, 1965.

- Banwell Motors at 142 Remington was constructed in 1955 and has been determined eligible for local landmark status under Standards A and C for its early association with the automotive repair business and as a good commercial example of the Modern Movements style.
- Watts Auto Sales at 1101 N. College was constructed in 1946 and demolished prior to 1970.
- Oakes Motors (later Fort Collins Motors) at 354 Walnut was constructed in 1946 and demolished during the construction of The Elizabeth Hotel.
- Rauch Motor Company was one of the first dealerships to relocate to South College in 1964.<sup>57</sup> Historic aerial images indicate it was demolished between 1971-1978.
- Continental Sports Ltd. (later Colorado Import Motors) at 1113 N. College was constructed in 1964. Since the 1960s, the roof style has been changed from flat to wood shingle-clad mansard and all of the automobile accessible openings have been closed.
- Markley Motors, constructed in 1940 at 246 N College, has been remodeled several times since its original construction and is now part of The Exchange. This site no longer retains sufficient integrity.
- Dreiling Motors was constructed in 1943 at 230 S. College. Since that time, the corner entrance has been infilled, the plate glass windows removed, and portions of the exterior have been re-clad with brick. The building no longer retains sufficient integrity to convey its historic associations.

The site is unlikely to yield important information in reference to research questions under Standard 4 and is not eligible under this standard.

This site has also been evaluated for eligibility against the National Register of Historic Places (NRHP) Criteria. Requirements for listing properties on the NRHP are set by the National Park Service and differ from those used to evaluate significance and eligibility at the local level; a property may be eligible under one set of criteria and not the other. Although the site is representative of Fort Collins' post-war economic expansion, the site's significance to this historic trend does not rise to the level required by the NRHP for individual nomination. Under Criterion B, the NRHP stipulates that the site be associated with a person's productive life, and that multiple eligible properties be representative of

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<sup>57</sup> "Apartment House, Business Permits Issued at City Hall" *Coloradoan*, February 24, 1964.

different aspects of the person's life. Frank Ghent's personal residence (638 Whedbee) is already listed on the NRHP as a contributing property to the Laurel School Historic District and the site most associated with his productive life is 205 N. College, where he sold automobiles for more than 20 years. Dwight Ghent's significance in the Fort Collins business community does not rise to the level required by the NRHP. For these reasons, the site is not eligible for individual listing on the NRHP under Criterion B.

Under Criterion C, the site is representative of the Modern Movement / Contemporary architectural style and as an example of mid-century automobile dealership design. Although the site does embody the distinctive characteristics of a type and period of construction, its architectural significance is not sufficient to qualify for individual listing on the NRHP. The site is unlikely to yield important information in reference to research questions under Criterion D. The site is recommended not eligible for listing on the NRHP.

43. Assessment of historic physical integrity related to significance:

This site is significant for its association with the post-war movement of businesses to the outer edges of the city and as an excellent representation of mid-century automobile dealership design and contemporary architecture. As an example of the contemporary architectural style essential elements of physical integrity include its long and low massing, asymmetrical plan, exposed roof beams, broad expanses of uninterrupted wall surfaces, obscured entries, window wall with fixed windows filling gable ends, trapezoidal windows, and broadly overhanging eaves. As an example of mid-century automobile dealership design, essential physical elements include: siting and orientation of the building toward the street, visibility of the interior showroom, asymmetrical plan, and cohesive inclusion of sales, parts, and service departments. As an example of the post-war movement of businesses essential portions of physical integrity include its auto-centric design elements like ample parking, easy street access, and accommodations for drive-thru customers.

*Location, Setting, and Workmanship*

The site retains integrity of location. The dealership remains in the location where it was originally constructed in 1966. Integrity of setting has been slightly impacted by the construction of additional commercial buildings and demolition of 1960s commercial buildings to the north, south, and east. Although the surrounding buildings have changed over the last fifty years, the general commercial character of the setting is retained. The site continues to be located along two arterial streets and spatial relationships between the buildings and the street remain as originally oriented. The site retains integrity of workmanship which is visible in the application of the exterior stone cladding.

### *Materials*

Integrity of materials has been impacted by the addition of metal cladding to the roofs of Features 1 and 2 and replacement of many original overhead doors in the service bays. As noted by Autobe and Autobe in 2018, only four of the original overhead doors remain and the replacement doors have significantly fewer inset windows. The Autobe's remarked that the service bay doors, specifically the glass components, are a character defining feature of the building, and their loss, coupled with the replacement of the roof material, "greatly detracts from the historic nature of the building". While these materials have been lost and do detract from the historic integrity, other significant character defining materials remain intact, including the laminated roof beams, fixed glass window walls, and broad expanses of uninterrupted exterior cladding composed of concrete block, stucco, and stone.

### *Design*

Integrity of design has been slightly impacted by two small additions to the west elevation, added between 1983-1999, and the infill of some windows on the east elevation. Although Autobe and Autobe described the canopy on the east elevation as, "the largest addition" to the building, further research has determined that the canopy was in place by October 1966 and therefore does not detract from the integrity of the site. In addition, an artist's sketch of the building's design published in the *Coloradoan* in February 1966 includes the canopy, indicating it was part of the original design. Other aspects of the dealership's design remain intact, including its long and low massing, asymmetrical plan, low-pitched gable roof, broadly overhanging eaves, fixed window walls, obscured entries, exposed rafter beams, and broad expanses of uninterrupted wall surfaces. In addition, the site retains all aspects of its mid-century automobile dealership design, including the drive-thru parts window, cohesive incorporation of parts, sales, and service departments, orientation of the showroom toward a busy intersection, surrounding asphalt parking lots, and easy automobile access to the site and service center.

### *Feeling and Association*

The site retains integrity of feeling and association. Although the roof has been replaced with a material not available in the 1960s and many overhead doors have been replaced, the site retains its historic sense of the mid-century period. The building's exterior cladding, massing, window walls, asymmetrical plan, low-pitched roof, and exposed rafter beams continue to convey the architectural aesthetics of the Modern Movement of the 1960s and the building is easily readable as of mid-century construction. The site retains sufficient integrity to convey its historic associations.

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## VII. National and Fort Collins Register Eligibility Assessment

44. Eligibility field assessment:

National:

Eligible

Not Eligible

Need Data

Fort Collins:

Eligible

Not Eligible

Need Data

45. Is there district potential? Yes

No

Discuss: Although several of the surrounding properties date to the 1960s and late 1970s, most do not appear to retain sufficient integrity to convey their historic significance. The area does not appear to possess a significant concentration or continuity of sites linked by historic theme or architecture

If there is district potential, is this building:

Contributing

Non-contributing

46. If the building is in existing district, is it:

Contributing

Non-contributing

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## VIII. Recording Information

47. Photograph numbers: 7198-7253

Negatives filed at: City of Fort Collins

48. Report title: [Click here to enter text.](#)

49. Date(s): October 2023

50. Recorder(s): Rebekah Shields – Historic Preservation Specialist

51. Organization: City of Fort Collins

52. Address: 281 N. College Ave, Fort Collins, CO 80524

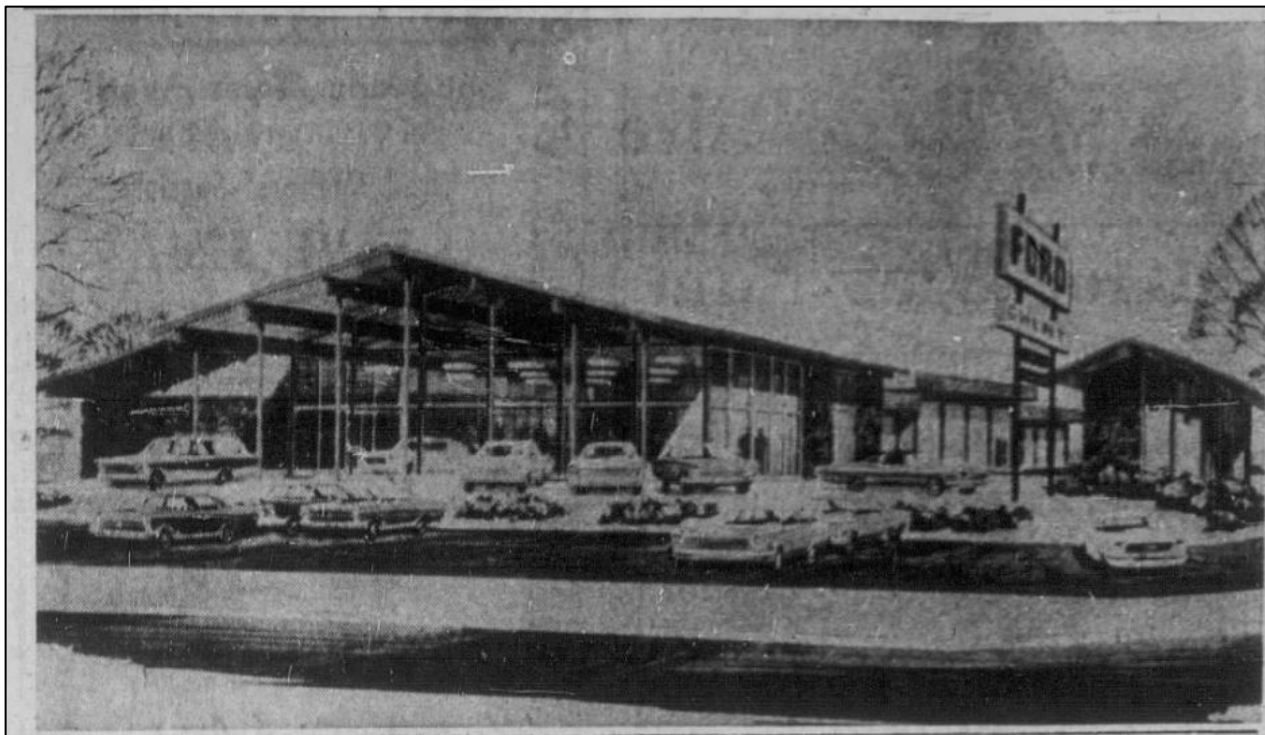
53. Phone number(s): 970-224-6137

NOTE: Please include a sketch map, a photocopy of the USGS quad map indicating resource location, and photographs.

History Colorado - Office of Archaeology & Historic Preservation  
1200 Broadway, Denver, CO 80203 (303) 866-3395



## Site Photos and Maps



**Figure 1:** Artist sketch of new dealership. Image clipped from *Coloradoan*, February 27, 1966.



**Figure 2:** 2601 S. College façade. Image clipped from *Coloradoan*, October 26, 1966.



**Figure 3:** 2601 S. College, service wing. Image clipped from *Coloradoan*, October 26, 1966.



**Figure 4:** Feature 1, east-northeast elevation, view northwest (Image #7200, R. Schields, 10/3/2023).





**Figure 5:** Feature 1, east-northeast elevation, view west (Image #7201, R. Schields, 10/3/2023).



**Figure 6:** Feature 1, east-northeast elevation, view south (Image #7215, R. Schields, 10/3/2023).

Resource Number: B111 (City); 5LR.14283 (State)  
Temporary Resource Number:

Address: 2601 S. College Ave



**Figure 7:** Feature 1, north-northwest elevation, view southwest (Image #7216, R. Shields, 10/3/2023).





Resource Number: B111 (City); 5LR.14283 (State)

Temporary Resource Number:

Address: 2601 S. College Ave

**Figure 8:** Feature 1, north-northwest and west-southwest elevations, view southeast. Note glass enclosed foyer connecting east and west portions of the building. (Image #7218, R. Shields, 10/3/2023).



**Figure 9:** Feature 1, north elevation, view southeast (Image #7229, R. Shields, 10/3/2023).



**Figure 10:** Feature 1, east half of north elevation, view south (Image #7221, R. Schields, 10/3/2023).



**Figure 11:** Feature 1, center portion of north elevation, view southwest (Image #7223, R. Schields, 10/3/2023).





**Figure 12:** Feature 1, west half of north elevation, view southwest (Image #7224, R. Schields, 10/3/2023).



**Figure 13:** Feature 1, north and west elevations, view southeast (Image #7231, R. Schields, 10/3/2023).





**Figure 14:** Feature 1, west end of south elevation, view northwest (Image #7246, R. Schields, 10/3/2023).



**Figure 15:** Feature 1, center portion of south elevation, view north (Image #7247, R. Schields, 10/3/2023).





**Figure 16:** Feature 1, east end of south elevation, view northeast (Image #7248, R. Shields, 10/3/2023).



**Figure 17:** Feature 1, east end of south elevation. Note glass enclosed foyer between west and east portions of the building. (Image #7251, R. Shields, 10/3/2023).





**Figure 18:** Feature 1, south-southeast elevation, view northeast. Note bump out, likely used as a drive through for part sales. (Image #7244, R. Shields, 10/3/2023).



**Figure 19:** Feature 1, south-southeast and east-northeast elevations, view west (Image #7240, R. Shields, 10/3/2023).





Figure 20: Feature 2, east-northeast elevation, view west (Image #7205, R. Schields, 10/3/2023).



Figure 21: Feature 2, east-northeast and north-northwest elevations, view southwest (Image #7208, R. Schields, 10/3/2023).





**Figure 22:** Feature 2, west-southwest and south-southeast elevations view east (Image #7212, R. Schields, 10/3/2023).



**Figure 23:** Feature 2, south-southeast and east-northeast elevations, view northwest (Image #7213, R. Schields, 10/3/2023).



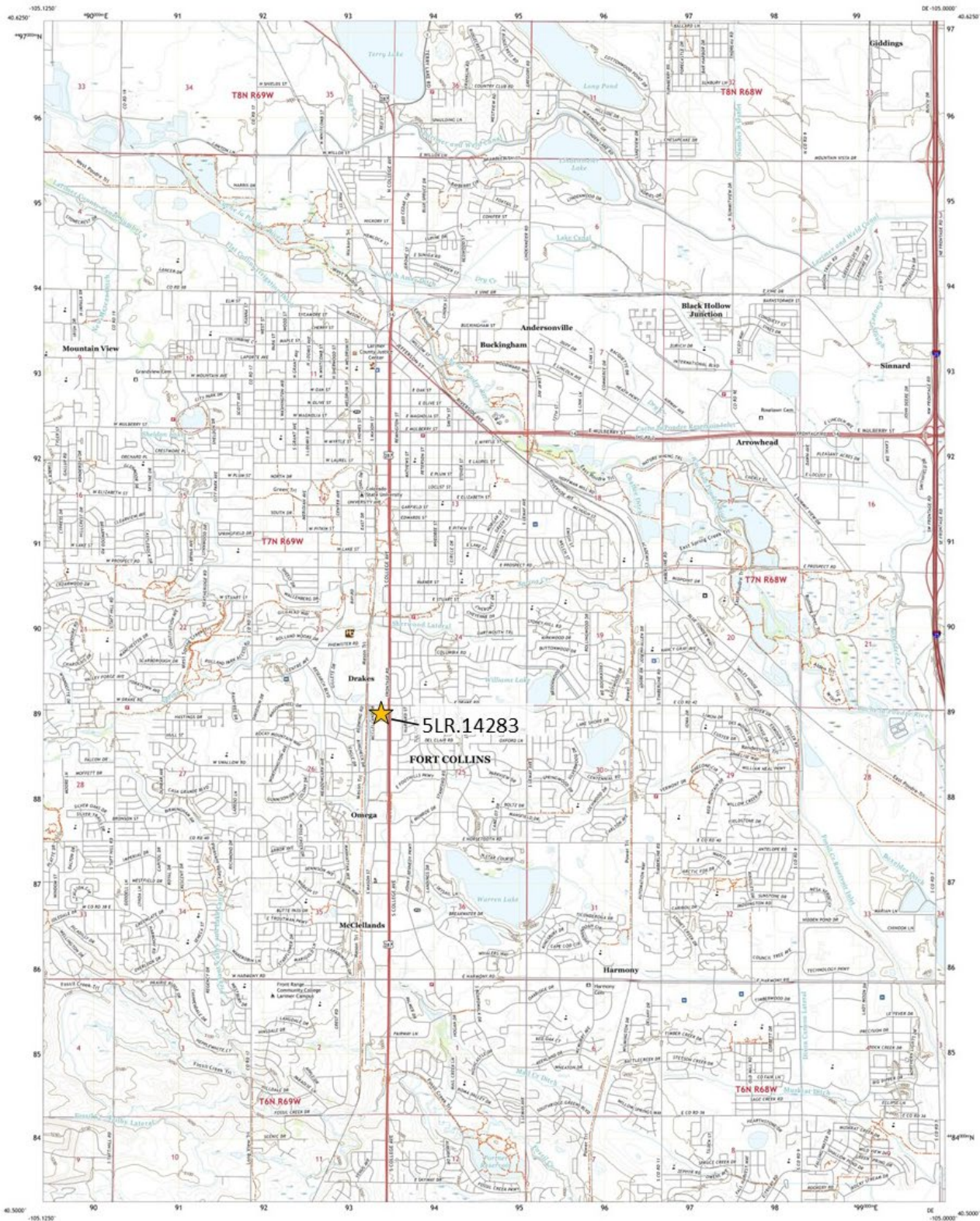
**Figure 24:** Feature 3, view southwest. Note Features 1 and 2 in background at left and right, respectively. (Image #7203, R. Shields, 10/3/2023).



Resource Number: B111 (City); 5LR.14283 (State)

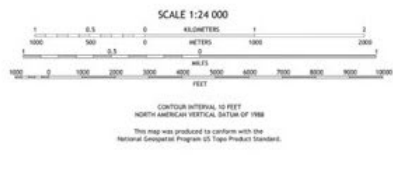
Temporary Resource Number:

Address: 2601 S. College Ave



Produced by the United States Geological Survey  
North American Datum of 1983 (NAD83)  
World Geodetic System of 1984 (WGS84) Projection and  
1 800-meter grid/Universal Transverse Mercator, Zone 12T  
This map is a digital document. Resolution may be  
generalized for this map scale. Private lands within government  
reservations may not be shown. Obtain permission before  
entering private lands.

Image: NAD August 2017 - January 2018  
Roads: U.S. Census Bureau, 2014 - 2014  
Hydrography: National Hydrography Dataset, 2014 - 2014  
Contours: National Elevation Dataset, 2013  
Boundaries: Multiple sources, see metadata file 2017 - 2017  
Public Land Survey: Bureau of Land Management, BLM, 2011  
Waterways: FWS National Wetlands Inventory, 2009



ROAD CLASSIFICATION

Expressway	Local Connector
Secondary Hwy	Local Road
Highway	400
Interstate Route	US Route
	State Route

5LR.14283

1	2	3
4	5	6
7	8	9

LEGEND QUICKTABLE

1	Leisure
2	Washington
3	Local Law
4	Historical Reserve
5	Township
6	Reservoir
7	Landmark
8	Wetland

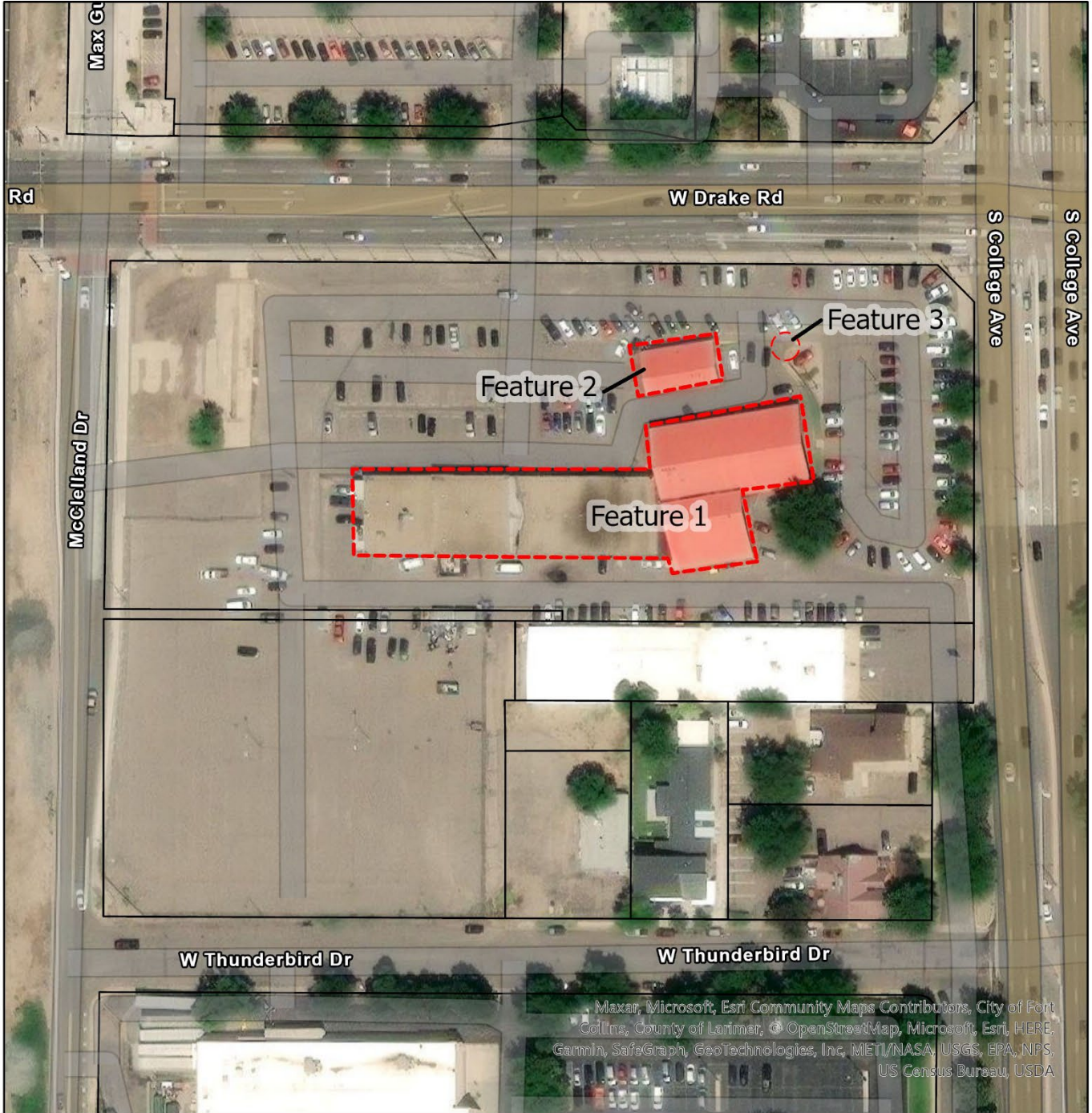
FORT COLLINS, CO  
2022



Resource Number: B111 (City); 5LR.14283 (State)

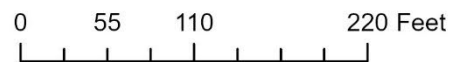
Temporary Resource Number:

Address: 2601 S. College Ave



2601 S. College

- Parcel Boundary
- Feature Boundary



NAD 1983 - State Plane Northern Colorado  
October 5, 2023



October 27, 2023

**VIA E-MAIL AND FED-EX**

Community Development and Neighborhood Services  
Director, Paul Sizemore  
281 North College Avenue  
Fort Collins, Colorado 80524

Re: Notice of Appeal Pursuant to Fort Collins Municipal Code § 14-23(b) – 2601 S. College Avenue;  
Resource No. B111 (City); 5LR.14283 (State); Historic Building Name: Ghent Motor Company

Dear Mr. Sizemore:

We are in receipt of the Official Determination for Fort Collins Landmark Eligibility issued on October 17, 2023 for 2601 S. College Avenue (the “**Property**”), of which DRACOL LLC is the owner. We understand that the Property has been evaluated and found eligible for Fort Collins landmark designation. Pursuant to Fort Collins Municipal Code § 14-23(b), this letter serves as a formal appeal to the Landmark Preservation Commission as to the eligibility determination.

This letter is the first step in the appeal process and we intend to provide an intensive-level Colorado Cultural Resource Survey Form for each resource that is subject to the appeal, prepared by an expert in historic preservation acceptable to both you, as the Director of Community Development and Neighborhood Services (the “**Director**”), and the appellant. We understand that the Cultural Resources Survey Form need not be filed with this letter initiating the appeal but must be filed at least fourteen (14) days prior to the hearing of the appeal, the date of which will be set by the Director. We will await your reply as to the scheduling of such hearing.

Nothing in this letter should be interpreted as in any way limiting any other right that we may have, now or in the future, to challenge the City’s findings or conclusions in the Official Determination for Fort Collins Landmark Eligibility issued for the Property on October 17, 2023. Please do not hesitate to reach out with any questions.

Sincerely,

DocuSigned by:  
  
63DAA4A0F50D4C3...  
Kriss Spradley,

10/27/2023

cc: Chris Viscardi (via e-mail)  
Elliot Smith (via e-mail)  
Thomas J. Ragonetti (via e-mail)  
Bill E. Kyriagis (via e-mail)  
Diana Caruso Jenkins (via e-mail)

March 25, 2024

Carolynne C. White  
Attorney at Law  
303.223.1197 direct  
cwhite@bhfs.com

Fort Collins Historic Preservation Commission  
City Hall West  
300 LaPorte Ave.  
Fort Collins, CO 80521

Ladies and Gentlemen:

We represent Kriss Spradley and Bill Barr, the owners (the "**Owners**") of the property located at 2601 S. College Avenue (the "**Property**"), which is also commonly known as the Mazda dealership in the City of Fort Collins (the "**City**"). The Owners are appealing the determination of City Staff that the Property is eligible for historic designation. This letter summarizes why the Property fails to meet the criteria for eligibility for historic designation set forth in the Fort Collins Municipal Code (the "**Code**").

## **I. Background**

The improvements on the Property currently consist of a main showroom for an automobile dealership connected to large garage area, and a small garage. The improvements were built in 1966. The Owners began leasing the Property in 1988 for operation of a Ford franchise and, later, a Mazda franchise. In 2012, the Owners purchased the Property with the intent to redevelop it. In 2018, Mazda required that the Owners either build a new building on the site to house the franchise, or sell the franchise. The Owners sold the franchise and began to explore redevelopment of the site.

In 2017, in connection with the proposed redevelopment of the Property, City Staff completed a historic survey that determined that the Property was eligible for historic designation. The Owners appealed this determination to the Landmark Preservation Commission (now the Historic Preservation Commission), which upheld the determination, and the Owners appealed the determination to City Council. City Council overturned the determination on April 3, 2018, finding that the Property and its improvements did not meet the criteria for eligibility for historic designation in the Code, and determining that the property was *not* eligible for designation. Although the proposed development did not move forward, City Council's determination was valid for five years and recently expired on April 3, 2023.

Currently, the Owners are working closely with a developer and have submitted a development application for the Property to create a mixed-use multi-family structure consistent with the future land use designation for this Property in the Fort Collins City Plan (the "**City Plan**"). In connection with this application, City Staff have made a determination under Section 14-22 of the Code that the Property is eligible for historic designation, using the standards for Significance and Integrity (as defined below) in

the Code, which have been updated in minor ways since 2018. The Owners have appealed this determination pursuant to Section 14-23(b) of the Code, and this appeal is the subject of this public hearing.

In connection with this appeal, and as required by Section 14-23(b) of the Code, the Owners are submitting a Colorado Cultural Resource Survey Form for the Property (the "Survey") prepared by Natalie Feinberg Lopez of Built Environment Evolution, who is an expert in historic preservation approved by City Staff. The Survey is attached hereto as Exhibit A. The Survey concludes, and this Letter demonstrates, that the Property does not meet the criteria for Significance or Integrity. This conclusion is consistent with the conclusions of City Council with respect to this Property in 2018.

## **II. Analysis of Code Criteria**

Pursuant to Section 14-22 of the Code, for a resource to be eligible for historic designation, it must fulfill the criteria for both Significance and Integrity. For the reasons set forth below, the Property does not fulfill these criteria.

### **A. The Property Does Not Meet The Criteria For Significance.**

Pursuant to Section 14-22 of the Code, "Significance" is "the importance of a site, structure, object, or district to the history, architecture, archeology, engineering or culture of our community, State or Nation" and is achieved by meeting any of the criteria set forth by the U.S. Department of Interior, National Park Service, as incorporated in the Code. These criteria include (1) events, (2) persons/groups, (3) design/construction, and (4) information potential. According to Cultural Resource Survey prepared by City Staff (the "Staff Survey"), the Property meets the criteria for (1) events (2) persons/groups and (3) design/construction.

However, for the following reasons, the Property does not meet these criteria:

- (1) *Events. Resources may be determined to be significant if they are associated with events that have made a recognizable contribution to the broad patterns of the history of the community, State or Nation. A resource can be associated with either, or both, of two (2) types of events: (a) A specific event marking an important moment in Fort Collins prehistory or history; and/or (b) A pattern of events or a historic trend that made a recognizable contribution to the development of the community, State or Nation.*

According to the Staff Survey, this criterion is met because auto dealerships are "strongly associated with the post-war movement of Fort Collins businesses, generally, and automobile dealerships, specifically, shifting toward the edges of the City." However, as noted in the Survey, although the automobile was the main source of transportation that was considered in urban planning and development, it is rare for any automobile dealership to individually contribute significantly to urban development. Further, there

is no indication that this particular dealership contributed to the movement in any significant way other than being one of many automobile dealerships that existed during the post-war area. At times, dealerships are designated as historic when the dealership lies within a historic district or an area that is directly related to the history of the automobile, neither of which appears to be the case in this instance. Although the history of the City was affected by the shift toward automobile usage by the public, there is no evidence to show that the City was unique in this regard. Therefore, this criterion is not met.

- (2) *Persons/Groups. Resources may be determined to be significant if they are associated with the lives of persons or groups of persons recognizable in the history of the community, State or Nation whose specific contributions to that history can be identified and documented.*

Staff contend that this criterion is met by the Property's former association with Frank and Dwight Ghent, and that the Ghents were influential members of the business community. However, Frank and Dwight Ghent did not begin their business here. The Ghents were originally associated with the used car lot located at 354 Walnut, where the Elizabeth Hotel now is. After this location, the company was renamed and operated for 26 years at 205 North College avenue where Beau Jo's is presently located. The Property at 2601 S. College is the Ghents' third location, and not the most significant. While the Ghents were associated with the business community, this association was not significantly related to this Property, and the limited association is not enough to warrant the significance that a determination of historic eligibility requires. In fact, this Property is not associated with the Ghents' best years in sales. Even the locations that were associated with the Ghents' best years were not deemed eligible for designation due to the limited importance of the association. Moreover, as noted in the Survey, the Ghents were active members of the community in Fort Collins but did not make any contributions that rise to a level warranting a historic designation. Therefore, this criterion is not met.

- (3) *Design/Construction. Resources may be determined to be significant if they **embody** the identifiable characteristics of a type, period or method of construction; **represent** the work of a craftsman or architect whose work is **distinguishable** from others by its characteristic style and quality; possess high artistic values or design concepts; or are part of a recognizable and distinguishable group of resources. This standard applies to such disciplines as formal and vernacular architecture, landscape architecture, engineering and artwork, by either an individual or a group. A resource can be significant not only for the way it was originally constructed or crafted, but also for the way it was adapted at a later period, or for the way it illustrates changing tastes, attitudes, and/or uses over a period of time. Examples are residential buildings which represent the socioeconomic classes*

*within a community, but which frequently are vernacular in nature and do not have high artistic values. Code, § 14-22(a)(3).*

The standard in the Code for significant design and construction is high. A resource must “embody” and “represent” its type and be “distinguishable” from others. According to the Staff Survey, the Property is an example of a mid-century automobile dealership in the “Modern Movement / Contemporary” style. However, as noted in the Survey, while the improvements on the Property show elements that are the style of the mid-century period, such as the single story, large areas of glass, and smaller garages, these elements do not represent the work of a master, nor high artistic value, nor a distinguishable entity. The Survey states that the building is “not an excellent example of the mid-century modern typology,” and the design elements are “very common” and “in no way remarkable” for the period. The Survey rates this Property as a 1-1.5 on a 10 point scale (10 being the highest) for mid-century design value. Additionally, according to the Survey, research indicates that no buildings designed by the architectural firm of Moore, Combs, and Burch, which designed the building on the Property, has been listed on state or local registers. Therefore, this criterion is not met.

In sum, the criteria for significance as related to events, persons/groups, and design/construction are not met.

**B. The Property does not meet the criteria for Integrity.**

According to Section 14-22 of the Code, to be eligible for historic designation, a Property must possess not only Significance but also Integrity. Pursuant to the Code, “**Integrity**” is “the ability of a site, structure, object, or district to be able to convey its significance. The integrity of a resource is based on the degree to which it retains all or some of the seven (7) aspects or qualities established by the U.S. Department of the Interior.” The Code sets forth seven criteria for Integrity, and the Code specifies that although not all seven criteria need to be present, the “overall sense of past time and place” must be “evident.” As described in detail above, there are many reasons why the Property does not clearly meet the criteria for Significance. However, even if it did meet the above criteria for Significance, it does not convey an “overall sense of past time and place” as required by the Code under the Integrity criteria:

- (1) *Location is the place where the resource was constructed or the place where the historic or prehistoric event occurred.*

The Staff Survey states that the Property fulfills the criteria for Significance in part because it reflects a movement of businesses “toward the edges of the city,” in which case the criterion for Integrity of location is not met because the Property is central to the City as it exists today. Also, according to the Survey, the area as a whole has lost significant Integrity for the mid-century period and does not qualify for a national or historic district. All other existing buildings from the period of significance are widely dispersed, do not have the concentration needed for a historic district, and are not related to the

automobile industry. Further, as demonstrated by the Survey, the Property itself has not played a significant role in this location, nor has a historic event taken place at this Property.

Therefore, this criterion for Integrity is not met.

- (2) *Design is the combination of elements that create the form, plan space, structure and style of a resource.*

Although Staff contend that the Property retains the Integrity of its design, the Survey states that while the Property shows elements that are the style of the period, such as a gable roof with exposed rafters and large areas of glass, these elements are “very common” for the time period and represent an outdated building, not a historically significant structure.

Furthermore, as the Survey notes, many elements of the site and structure have changed over time, resulting in a loss of Integrity. These include:

- changes in the roof materials;
- an extension of the roof overhang on the east elevation;
- the loss of the upper windows on the east elevation;
- the enclosure of the connection between the showroom and service area;
- a change in the door at the body shop at west end of the service area;
- the replacement of the majority of garage doors;
- the loss of landscaping;
- the addition of fencing; and
- the loss of the car wash and gas station.

Therefore, this criterion for Integrity is not met.

- (3) *Setting is the physical environment of a resource. Whereas location refers to the specific place where a resource was built or an event occurred, setting refers to the character of the place in which the resource played its historic or prehistoric role. It involves how, not just where, the resource is situated and its relationship to the surrounding features and open space.*

This criterion is closely related to the location of the Property. The Property is not related to the location or to any formally recognized attribute of the surrounding neighborhood. Additionally, the vision for the neighborhood set forth in the Structure Plan, which calls for a transition away from auto-oriented uses and toward vertical, high density, mixed-use development in this area, demonstrates clearly that the surrounding community has changed and is expected to change further, which means that the Integrity of setting has been lost. The Survey shows that although there are several blocks with additional car

dealerships, all other dealerships have kept up to date with dealership requirements for modification. This caused the area to lose any correlation to the mid-century period. All other existing buildings from the mid-century period are widely dispersed, do not have the concentration needed for a historic district, and are not related to the automobile industry. The area has lost significant Integrity for the mid-century period and does not qualify for a national or local historic district.

Therefore, this criterion for Integrity is not met.

(4) *Materials are the physical elements that form a resource.*

The Owners are unable to continue to use the Property in any meaningful way because any changes that need to be made to encourage any dealership to operate here require changes to the building's façade, landscaping, and glass. The Survey indicates that the Property and original materials can no longer be used as a car dealership, as modern dealerships require remodeling that would make all aspects current and contemporary. Because the Property cannot be used as a car dealership, the Property further loses its Integrity. Further, as noted in the Survey, many elements show "significant deterioration"—not due to lack of maintenance, but because the materials are nearing the end of life cycle, as the original materials were inexpensive and made to be replaced often. For example, all portions of the building with the showroom and service bays are made of concrete slab-on-grade foundation. As the Survey states, these are not materials that were made to preserve buildings.

Other issues with the structure and materials of the Property noted in the Survey as related to Integrity include problems with deterioration of drainage and surfaces, necessitating the removal of asphalt for the purposes of regrading and fixing the foundations.

Therefore, this criterion for Integrity is not met.

(5) *Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure or site.*

The Survey found that this Property does not represent the work of a master, nor does the Property have high artistic value. According to the Survey, while there are specific elements that represent the style of the mid-century period, the design and details are "very common," and the Property is "in no way remarkable" for the period. Further, the back of the building with the garage doors is highly inefficient because the doors require constant maintenance and have large gaps that increase energy costs in the winter. The Owners have explored the idea of remodeling numerous times, but every time the analysis proved that tearing the building down was the most economically viable option, especially given the fact that no other dealership is willing to occupy the Property due to the Property's non-compliance with dealerships' strict standards and regulations.

Therefore, this criterion for Integrity is not met.

- (6) *Feeling is a resource's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the resource's historic or prehistoric character.*

As noted in the Survey, the design and details of the improvements are "very common" and "in no way remarkable" for the mid-century period. Therefore, they cannot successfully convey the feeling of the mid-century period. Additionally, the improvements do not successfully convey the historic character of the post-war era because, as the Survey states, automobile dealerships generally do not individually contribute significantly to urban development. According to the Survey, automobile dealerships *can be* designated, but they are typically directly related to the major car companies in Detroit. Additionally, as noted above, all other dealerships in the area have kept up to date with dealership requirements for modification, meaning that the character and feeling of this post-war era is no longer present in this area.

Therefore, this criterion is not met.

- (7) *Association is the direct link between an important event or person and a historic or prehistoric resource. A resource retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a resource's historic or prehistoric character.*

As noted above, this Property is the Ghents' third location and is not associated with the Ghents' best years in sales. Further, as noted above, the Property is not strongly associated with the mid-century period due to its "common" design that is "in no way remarkable," as noted in the Survey. It is also not well associated with the Post-War period, other than that it is an automobile dealership with an outdated design, and that existed at a time when all communities were becoming more auto-oriented.

Therefore, this criterion for Integrity is not met.

### **III. Policy**

The Code sets forth certain policies and purposes with respect to historic designation and landmark preservation in Sections 14-1 and 14-2. These policies and purposes are helpful to guide decisions with respect to historic eligibility. A determination of historic eligibility for this Property would not advance these policies and purposes for the following reasons:



**A. Policies in the Code**

First, the determination that the Property is eligible for historic designation would not advance the policies in Section 14-1 of the Code for the following reasons:

- i. *It is hereby declared as a matter of public policy that the protection, enhancement and perpetuation of sites, structures, objects and districts of historic, architectural, archeological, or geographic significance, located within the City, are a public necessity and are required in the interest of the prosperity, civic pride and general welfare of the people.*

This policy emphasizes that the preservation of objects of “significance” are a public necessity. However, as described above, the Property does not meet the criteria for Significance and therefore does not advance this policy. Further, the Property as an auto-oriented use is not consistent with the vision of the Structure Plan for this area, and therefore continuing to associate the Property with the history of auto-centric development of the City does not advance civic pride and the general welfare. Therefore, historic designation of this Property would not advance this policy.

- ii. *It is the opinion of the City Council that the economic, cultural and aesthetic standing of this City cannot be maintained or enhanced by disregarding the historical, architectural, archeological and geographical heritage of the City and by ignoring the destruction or defacement of such cultural assets.*

A historic designation of the Property would not advance the economic standing of the City, because, as noted above, the Property can no longer be used as an automobile dealership, due to the fact that modern dealerships require remodeling that would make all design elements current and contemporary. Also, its design elements also are not conducive to any other use. Essentially, a historic designation would prevent any marketable use of the Property.

Furthermore, a historic designation would not advance the cultural and aesthetic standing of the City due to the Property’s deterioration of materials that were not made to last and the fact that the Property is, as the Survey states, “in no way remarkable” as an example of mid-century design. Therefore, historic designation of this Property would not advance this policy.

**B. Purposes**

The purposes set out in the Code are as follows:

- i. *Survey, identify, designate, preserve, protect, enhance and perpetuate those sites, structures, objects and districts which reflect important elements of the City's*

*cultural, artistic, social, economic, political, architectural, archeological, or other heritage.*

As discussed above, the preservation of this Property would result in a vacant automobile dealership due to the fact that all dealerships require a more current and contemporary design. This Property therefore will not reflect elements of the City's social or economic heritage and, with no other appropriate marketable use, would remain unused until redevelopment is permitted. This vacancy would not advance the City's purpose of preserving, protecting and enhancing historic resources.

ii. *Foster civic pride in the beauty and accomplishments of the past.*

The Ghent family's association with the Property is not apparent, and the Survey states that the Property is not an excellent example of the mid-century period. The deterioration of the materials, which were never made to last, also fails to foster civic pride. Civic pride would best be furthered by following the recommendations of the City as documented in the Structure Plan to foster vertical mixed-use development in this area that is less auto-oriented.

iii. *Stabilize or improve aesthetic and economic vitality and values of such sites, structures, objects and districts.*

As stated previously, if this Property were designated as historic and unable to be redeveloped, it would almost certainly remain vacant, which would hurt the overall aesthetics and economic vitality of the area. This Property would disrupt the natural progression of the area and would hurt the aesthetics of the surrounding community. Additionally, maintenance of this use in this area is not consistent with the vision of the Structure Plan and Midtown Plan for this area.

iv. *Protect and enhance the City's attraction to tourists and visitors.*

This purpose will not be furthered by designating the Property as historic because this Property is not a tourist attraction. Instead, redevelopment will further this purpose by promoting mixed uses within Fort Collins that drive foot traffic to surrounding businesses and contribute to the vision set forth in the City Plan, Structure Plan, and Midtown Plan.

v. *Promote the use of important historical, archeological, or architectural sites, structures, objects and districts for the education, stimulation and welfare of the people of the City.*

As stated previously, designating this Property as historic will eliminate the use of this Property entirely because all dealerships require a modern and contemporary design that fits their design standards. Therefore, there would be no use of this Property that could educate the people of the City or contribute to their welfare.

**vi.** *Promote good urban design.*

A historic designation would not promote good urban design because it would not allow the City to develop in accordance with the Structure Plan, as analyzed below.

**vii.** *Promote and encourage continued private ownership and utilization of such sites, structures, objects or districts now so owned and used, to the extent that the objectives listed above can be attained under such a policy.*

A historic designation over the objection of the Owner would not encourage continued private ownership and utilization of such sites. Rather, the designation of this site would actively discourage private ownership of potential historic sites and frustrate this purpose.

**viii.** *Promote economic, social, and environmental sustainability through the ongoing survey and inventory, use, maintenance, and rehabilitation of existing buildings.*

For reasons stated above, this purpose would not be fulfilled by the historic designation because the building cannot be maintained as an automobile dealership, and it is not suited for any other use. The original materials used are at the end of their life and were not meant for long term preservation. Each time the Owners conducted an analysis of redevelopment options, the economically viable option was to tear the Property down, rather than to preserve the existing structure. Additionally, the existing building is highly inefficient and uses excess energy. Therefore, preservation of this building would not promote economic, social or environmental sustainability.

**C. Existing Historic Structures Already Honor the Legacy of the Ghents.**

As noted above, the Survey concludes that the contributions made by the Ghents to the City did not rise to a level warranting a historic designation of this site. However, even if they did rise to that level, existing historic resources honor the Ghents' legacy. Dwight Ghent's home at 1612 Sheely Drive and Frank Ghent's home at 638 Whedbee are already landmarked. Therefore, landmarking the Property is not necessary to preserve and recognize the Ghents' legacy in the City.

**D. The Designation Will Not Further Fundamental Property Rights**

The City and the State of Colorado have long recognized the right of a property owner to exercise control over his or her property as a fundamental right. Many provisions in the U.S. Constitution and the Colorado Constitution reflect the right of a private property owner to possess and hold dominion over their own property, and the Code recognizes this long tradition. Therefore, every criterion for historic designation should be viewed through the lens of the property owner's rights. This right includes the right to sell or convey Property. After over twenty years of operating the Property, the Owners have

decided to exercise this right. Imposing a historic designation over the objection of the Owners runs counter to this right.

**E. The Existing Structure Is Inefficient**

The existing structure on the Property is in desperate need of redevelopment. As stated previously, the Owners looked into renovating the existing structure multiple times, and each time the only economically viable option was to tear the building down. Further, the back of the building with the garage doors is highly inefficient because the doors require constant maintenance and have large gaps that increase energy costs.

**F. The Market Does Not Support This Property As An Auto Dealership**

As stated above, this Property is unsuitable for every other auto dealership because it does not conform to the industry standard required by dealerships for design. An inability to continue to use the Property as an automobile dealership contributes to its loss of Integrity.

**G. There Is No Adaptive Use For The Property**

As noted above, the Property is unable to be remodeled to fit a modern car dealership's standard because the standards require all dealerships to be current and contemporary. However, if this Property is remodeled into another use besides a car dealership, then the Property further loses its Integrity and its association with the period of significance identified in the Staff Survey. As noted in the Survey, the Property is an unremarkable example of the mid-century style, so an adaptive reuse to preserve the architectural style would not serve the policies and purposes of historic designation in the City.

**H. Allowing Redevelopment of the Property is Consistent with the Structure Plan and Midtown Plan**

Allowing redevelopment of the Property, as the Owners propose, is consistent with the goals and policies set forth in the Structure Plan. The Structure Plan designates the Property as within "Urban Mixed-Use Districts" and states, "[t]he continued redevelopment and revitalization of established mixed-use districts along existing or planned high-frequency transit corridors will continue to be a priority. The gradual transition of existing, auto-oriented mixed-use districts will be encouraged to help maximize available land and infrastructure, as well as to support other community objectives, such as expanded housing options, improved access to services and a more robust transit system." Therefore, the Structure Plan encourages and prioritizes the redevelopment of properties and development of housing options and services, which is exactly what is proposed by the Owners and developer. The Structure Plan also states, "some existing Urban Mixed-Use Districts may include pockets of lower-intensity auto-oriented uses; however, these areas should be encouraged to transition to a vertical mix of high-density development through infill/redevelopment." Essentially, the Structure Plan is encouraging the

replacement of the auto-oriented use that currently exists on the Property with the type of development proposed for this Property.

Additionally, redevelopment of the Property is consistent with the Fort Collins Midtown Plan (the "**Midtown Plan**"). The Midtown Plan locates the property within Upper Midtown, which has a "Gardens Theme." The Midtown Plan focuses on higher intensity, mixed use redevelopment, excellence in design, and inviting streetscapes, which is exactly what is proposed by the Owners and developer. The Midtown Plan identifies the intersection of Drake Road and College Avenue as a "key streetscape node" that should seamlessly link College Avenue to the MAX corridor and represent key design themes from the Gardens Theme area. A vacant auto dealership will disrupt this seamless link, while a mixed use redevelopment would help bolster this connection in furtherance of the Midtown Plan. The current state of the Property is inconsistent with both the Structure Plan and the Midtown Plan because both plans provide that this area should transition away from auto uses and move toward a mixed use, high density development, and redevelopment would help to bring the Property into greater alignment with the Structure Plan and Midtown Plan.

#### **IV. Conclusion**

In conclusion, as evidenced by this Letter, this Property does not satisfy the required criteria for eligibility for historic designation in the Code. Specifically, the Property does not clearly meet the criteria for Significance or Integrity under Section 14-22 of the Code, and there are many reasons why such designation does not further the policies and purposes of the Code or the City as documented in its adopted plans.

Accordingly, we respectfully request that the Historic Preservation Commission find that the Property is ineligible for historic designation under the Code.

Sincerely,

A handwritten signature in black ink, appearing to read "Carolynne C. White". The signature is fluid and cursive, with a large initial 'C' and 'W'.

Carolynne C. White

Exhibit A

Colorado Cultural Resource Survey

[See Attached]

Temporary Resource Number:

OAHP1403  
Rev. 9/98

COLORADO CULTURAL RESOURCE SURVEY

# Architectural Inventory Form

Official eligibility determination  
(OAHP use only)

Date \_\_\_\_\_ Initials \_\_\_\_\_

- Determined Eligible- NR
- Determined Not Eligible- NR
- Determined Eligible- SR
- Determined Not Eligible- SR
- Need Data
- Contributes to eligible NR District
- Noncontributing to eligible NR District

## I. IDENTIFICATION

1. Resource number: 5LR.14283
2. Temporary resource number:
3. County: Larimer
4. City: Fort Collins
5. Historic building name: Ghent Motor Company
6. Current building name: 2Mazda of Fort Collins
7. Building address: 2601 S. College Avenue, Fort Collins, CO
8. Owner name and address: Dracol LLC, 5994 S. Holy St., No. 185, Greenwood Village, CO 80111-4221

## II. GEOGRAPHIC INFORMATION

9. P.M. 6 Township 7N Range 69W  
NE ¼ of NE ¼ of NE ¼ of NE ¼ of section 26
10. UTM reference  
Zone 13; 493402\_mE 4489028\_mN
11. USGS quad name: Fort Collins  
Year: 2022 Map scale: 7.5' x 15' \_\_\_\_\_ Attach photo copy of appropriate map section.
12. Lot(s): 1 Block: \_\_\_\_\_  
Addition: Ghent Annexation \_\_\_\_\_ Year of Addition: 1966
13. Boundary Description and Justification: LOT 1, GHENT, FTC; LESS 96030371; LESS POR TO CITY PER 20150057258.

From previous survey, not currently found: "From the Larimer County Assessor's Office is the following legal land description for Larimer County Parcel No. 9726114001. The commercial building is on the southwest corner of the intersection of South College Avenue and West Drake Road. The property's northern boundary is West Drake, the eastern boundary is South College Avenue, the western boundary is McClelland Drive and the southern boundary is West Thunderbird Drive. Annexed to the city of Fort Collins as the Ghent Annexation in 1966, the boundary description dates from the mid-1960s.

Temporary Resource Number:

**III. Architectural Description**

14. Building plan (footprint, shape): Irregular Plan. Three structures were originally found on site. Two are now connected: A) main showroom with an “L” shaped footprint, now connected to the garage area to the west of the showroom with a long rectangle footprint; B) a small garage to the north with rectangular footprint.
15. Dimensions in feet: A: Length 360' x Width 110' B: 59' x Width 29'
16. Number of stories: A: Single B: Single
17. Primary external wall material(s): A: CMU, Stone Veneer, Wood Shingles, Glass B: CMU, Stone Veneer, Glass
18. Roof configuration: A: Gable and Flat Roof B: Gable
19. Primary external roof material: A: Metal and Asphalt/Bitumen B: Metal
20. Special features: Roof with large overhang, exposed glulam rafters, single-glazed, aluminum-framed windows
21. General architectural description: The building is constructed during the mid-century and includes some elements that were popular during the period, but is not an excellent example of the mid-century modern typology. The showroom portion of the building is slightly askew of the compass directions. Project North, South, East, and West will be used for simplicity. The Showroom portion of Building A is an “L” shape, with the long portion of the “L” running East-West, while the short portion of the “L” is set back to the SW. The service bays are located to the west of the showroom, and are built true to the compass directions. Building B, a small garage, is built askew and parallel with the showroom.

**Building A - Showroom and Service Bays Building****East elevation**

The East elevation is the facade of the building and is the primary elevation. All portions of Building A appear to have a concrete slab-on-grade foundation. The original building has a showroom on the north side, with a new, red standing seam metal gable roof. There are large, exposed glulam rafters over 12 large single glazed, aluminum framed windows, positioned between the seven steel columns and one horizontal steel beam. The windows span the full height and width of this portion of the elevation. The upper six windows appear to have been removed and replaced by particle board or similar, presumably when a suspended drop ceiling was added to the interior. A large extension of the gable roof has been added at a later date (possibly the same year). The original exposed rafters have metal straps attaching the new rafters to extend the gable approximately 20 feet to steel support columns located to the east of the main facade. The material in the eave of the large overhang appears to match other eaves on the showroom portion of the building. Two signs are hung on the steel supports at the east, facing the street. One sign says “Mazda” and the other says “2 Mazda”. Site lighting is attached to the roof, and bird netting is stretched along the horizontal beam to the roof. Red metal downspouts are located at the NE corner, the SE corner, and at the connection of the two volumes.

The south portion of the elevation contains the original office space, set back from the north portion of the showroom. The exterior is concrete masonry units (CMU) covered with original stone veneer on the lower portion of the elevation, and original shingle siding in the gable portion, with two large vents flanking the apex of



Temporary Resource Number:

the gable. A “garden” of river rock stretches the length of this portion of the building. All original junipers are missing. To the south of the showroom/office is a raised concrete loading dock with surrounding chain link fence.

#### North elevation

The North elevation is the secondary elevation, as it is street facing. The showroom portion of the building is approximately one quarter of the North elevation, while the service area is approximately three quarters of the elevation. This elevation of the showroom has nine large single-glazed, aluminum-framed glass windows that span the space between steel columns and the steel horizontal beam, with the tenth bay containing an aluminum door, and a smaller side window that is hinged. When both are open, there is space to allow cars into the showroom. To the west of the door, the wall changes material to CMU with the original stone veneer, punctuated in the center by four floor-to-ceiling window bays with eight single-glazed, aluminum-framed windows. A small “garden” of river rock stretches the length of the CMU portion of the elevation. All the original junipers are missing. Site lighting is located under the eaves along the length of the showroom. Three red metal downspouts are located at the NE corner, to the west of the door, and at the NW corner of the showroom.

The service area entrance is located to the west of the show room. It has a flat roof, and appears to be a mix of steel, aluminum and glass, with a door that forms the outer entrance to an airlock entry. A concrete sidewalk leads to the door, with a bench centrally located along the wall of the showroom. A concrete pad stretches to the west in a semi-circle from the sidewalk to the wall of the service department. To the west of the entrance is the main volume of the service department, built of CMU covered with a concrete render, under a flat roof with small eaves supported by small brackets. Directly adjacent to the entrance is an area that appears to be infill of an original opening, with three windows that do not appear to match the other windows in the building. Above the windows is the “Service Parts” sign. To the west are eight bays, all with new garage doors. An “Express Lube Plus” sign is above the last two bays. To the west, the volume increases in height by approximately three feet. This portion of the building has a flat roof, three bays with one original garage door and two new doors. The “Ken Graff” sign is above the two west bays. In the area that would appear to be the fourth bay, a door and window create the entrance to the “collision center”, with a sign reading “Body and Paint” located above the door. To the west of the “Body and Paint” volume, the roof drops back down to match the section to the east. This portion has four bays with one original garage door. The “Collision Center” sign is over the east bays. The final volume to west is a small storage shed that may have been added later than the date of construction. The entire service area shows cracks throughout the elevation indicating issues with settlement, wear and tear, and possible issues with deflection. Site lighting is located along entire elevation, both at the roof and under the eaves.

#### West elevation

The West elevation of the service area is located to the south of center of the West elevation of the showroom. The north portion the West elevation is the west wall of the showroom, built of exposed CMU with a gable roof, deep overhang, and exposed glulam rafters. There is a vent to the south of the center point of the gable, site lighting is mounted to the wall, and the red key drop box is mounted on the wall near the door to the service department. A bench is located slightly north of center. The service center entrance has a glass wall on the west

Temporary Resource Number:

side. The west elevation of the service center is exposed CMU, with two CMU storage sheds, both with shed roofs. Between the two sheds are the gas meter and a service pipe. The south portion of the West elevation extends beyond the service department, and is made of exposed CMU with an eave, rafters and gable that match the north portion. Two vents are located in the wall, and there is a small wall-mounted sconce. A loading dock extends to the south of the showroom with a chain link fence. Bird netting runs along west gable and the service entrance roof.

#### South elevation

The South elevation of the Service area mirrors the North elevation, with the same number of bays, and roof changes at the same locations, but without signage (Please see the description of the "North Elevation" above). The south wall of the service entrance has a glass and aluminum door, and six single-glazed, aluminum-framed windows that reach from floor to ceiling. A small window is located above the door. A concrete pad and picnic table are located outside the door.

The South elevation of the showroom is exposed CMU with eaves that match the North elevation. Near the Service entrance is a small, three-sided bay window, with an operable single-hung central window. All windows appear to be single-glazed, aluminum-framed. Beneath the windows are wood shingles. A small light fixture is located above the windows. The roof line above and to the SW corner of the showroom roof is damaged, possibly from a large truck or semi-trailer running into it. An electrical meter is mounted on the wall near the bay window, along with an empty metal box that might have housed an outlet or similar. A sidewalk extends from a concrete pad to just to the east of the bay window. Two dumpsters are located between the bay window and the loading dock. To the west of the loading dock is a small set of concrete stairs with a metal pipe rail that leads to a steel metal door. The loading dock leads to a steel roll up door, which is surrounded by a chain link fence with barbed wire at the top. A large flood light is located over the steel door. A red drain pipe is located at the SE corner of this portion of the showroom office. The east portion of show room steps back to the north, and mirrors the North elevation configuration, but with four bays of seven windows between steel columns. There is a door and hinged glass that open to allow cars into the showroom, similar to the door on the North elevation, where the eighth window would be located. There are red metal downspouts at the junction of the glass wall and the East elevation, and another at the SE corner of the showroom.

#### **Building B - Small Garage**

##### East elevation

The East elevation is the primary elevation. It has a gable roof that is shorter on the south side than the north, giving it an asymmetrical appearance. There is a large overhang with exposed glulam rafters and a red standing seam metal roof, items that match the showroom. The south portion of the elevation is CMU with stone veneer, and the north portion has three bays of windows between three steel columns, with five single-glazed, aluminum-framed windows, and one bay with a door and a window to the north side. The whole garage appears to be on a concrete slab on grade. There is a small river rock "garden" missing all plantings along the stone veneer portion of the elevation. A red metal downspout is located at the NE corner. The foundation has problems, and the fascia boards are deteriorating. The asphalt outside the front door is deteriorating due to drainage issues. Concrete stairs are located to the north of the front door, but are cracked and deteriorating.

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#### North elevation

The east portion of North elevation is six large single-glaze, aluminum frame windows, with a steel column in the center. To the west is CMU with stone veneer. A river rock "garden" with bushes runs the length of the elevation. Site lighting is located under the eaves for the length of the elevation. Red metal downspouts are located at the NE and NW corners. A speaker is located at upper NW corner.

#### West elevation

The West elevation is made of CMU with two garage doors centered on the wall. Both appear to match the new garage doors found at the service center. There is a pipe at the SW corner that appears to be for electrical conduit or similar. A red metal downspout is at the SW corner.

#### South elevation

The South elevation varies at grade, with the west end lower than at the east, with an approximate difference of 16" from corner to corner. The elevation is all exposed CMU. A steel door is located at the west end. A river rock "garden" runs along the elevation from the steel door to the SE corner where it runs into the garden on the east elevation. Just to the east of center is a condenser with two concrete posts. Above it is a vent and pipes with what appears to be electrical conduit leading to an orange box. A red metal downspout is located at the SE corner. Lights are located under the eaves.

22. Architectural style/building type: Mid-century - style of the period of construction
23. Landscaping or special setting features: Landscaping within the property includes "gardens" of river rock and junipers, located in front of the East elevation of the main showroom, with a concrete brick retaining wall, flanking the central concrete stairs with metal pipe rail, a mature ash tree to the south of the stairs, and a flagpole to the north. Additional "gardens" are located to the north of Building B, with unidentified shrubs. Small concrete stairs with metal pipe rail are located to the NE of Building B, flanked by river rock "gardens". Landscape plans from 1992 show additional "gardens" that no longer exist, or are missing the original junipers. Throughout the site there are large poles with flood lights. There is a bench in front of the East elevation overhang.
24. Associated buildings, features, or objects: small stone stairs with "WADRAGE" carved into the bottom stair - reportedly steps for the stagecoach, but unverified.

#### IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate: \_\_\_\_\_ Actual: 1966  
Source of information: City of Fort Collins documents, Larimer County Assessors records
26. Architect: Moore, Combs, and Burch  
Source of information: City of Fort Collins documents
27. Builder/Contractor: Reid Burton Construction

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Source of information: from previous survey ““New Ghent Motors Garage Set for August Opening.” *Coloradoan*, February 27, 1966.”

28. Original owner: Frank Ghent

Source of information: City of Fort Collins documents, Larimer County Assessors records

29. Construction history (include description and dates of major additions, alterations, or demolitions): Construction of the showroom, service area, and secondary garage was completed in September, 1966; A large overhang on the east elevation was added, perhaps in October, 1966 (unverified); the connection between the showroom and the service area was enclosed (unknown date); a car wash was added (1976); and gas station added (unknown date). Both the car wash and gas station were removed (unknown date). Various site features changed over time, such as the addition of a chain link fence at the west end of the property, and various small garden areas lost plant materials.

30. Original location  X  Moved      Date of move(s):**V. HISTORICAL ASSOCIATIONS**

31. Original use(s): Ford Car Dealership, including showroom, service department, and small garage.

32. Intermediate use(s): Car Dealership - various car types

33. Current use(s): Mazda Car Dealership

34. Site type(s): Commerce - Car Dealership

35. Historical background:

Previous to becoming the Ghent Car Dealership, the SW corner of Drake Road and South Collage Ave was a farm owned by W.A. Drake. The Drake family had a long history of both farming and politics in Larimer County, but nothing particularly significant at the crossroads of Drake Rd. and S. College Ave. This area was annexed into the City of Fort Collins in 1964, and Frank Ghent purchased four acres to move the Ford Cars Dealership from its location of 52 years at 205 North College. Final construction was completed with a grand opening in the fall of 1966. Frank’s sons, Dwight and Eldon Ghent, show ownership in the dealership in 1946 and 1955, to became co-owners with their father of the Ghent dealership. In 2012 Dracol LLC purchased the property, and is the current owner.

Frank Ghent was born in 1894 in Lancaster, South Carolina. He was married to Vera Nunnemaker in 1919, in Boulder, Colorado after his release from the US Navy. The couple moved to Fort Collins in 1922, and Frank Ghent purchased a Ford dealership in 1940, with Leo Chol as a partner. The dealership was located at 205 North College Ave., where Frank continued sales with several different partners until his sons took over the business. Frank participated in various community activities with his church, the rotary club, the gun club, the City Water Board, and the Highway 287 association. Frank Ghent died in 1985, followed by his wife in 1990. Eldon Ghent died in 2013, and Dwight Ghent followed in 2020.

Transportation via car changed urban planning in the US, steering away from trollies, trains and the horse and buggy. Post WWII development allowed for the development of suburbia, with individual families often owning one or more cars. Security and affluence in post-war America were often symbolized by the home and the car, two of the most

Temporary Resource Number:

costly investments for a family. Movement across America shifted to family vacations from the car, trekking across the newly developed interstate motorways. Car dealerships, often directly associated with the manufacturing plants in Detroit, were typically highly visible places of commerce in the community that represented a multifaceted, highly successful, nationally based retail entity. While dealerships do not have a recognized architectural typology, they were often regulated by the industry, requiring showrooms to have specific standards, which continues to this day. The regulated styles were developed to entice commerce, and increase sales, while service departments were developed to address maintenance issues and mitigate complaints. The Ghent dealership was designed with “the help of Ford Motor Company and the best of the features of the many buildings visited, the new showroom, offices and service facilities were planned”.<sup>1</sup> The Ghent Motor Dealership is an example of a common dealership found across the US of the period, with significant influence by the motor industry on the style and design, as is typical for all auto dealerships, currently and of the period of the 1966 Ghent dealership.

## 36. Sources of information:

1. Unknown. "New, Ultra-modern Ghent Motor Company Building Represents an Optimistic Investment in the Future Fort Collins." *The Fort Collins Coloradoan*, (1966): 29. Accessed March 16, 2024. <https://coloradoan.newspapers.com/image/588639157>.
2. Unknown. "Announcing Frank Ghent and Leo Chol." *Fort Collins The Coloradoan*, no. September 4 (1934): 10. Accessed March 16, 2024. <http://coloradoan.newspapers.com/images/588388593>.
3. Unknown. "Council OKs Annexation Water Rule." *Fort Collins The Coloradoan*, no. November 26 (1964): 10. Accessed March 16, 2024. <http://coloradoan.newspapers.com/images/588388593>.
4. Vera Edith Ghent. 1990. Jpeg. <https://lcsco.org/Obits/Ghenve90.jpg>, December 6, 1990.
5. Ewing, Betsy. "Making Bricks at the Fort Collins Brick Factory." *Fort Collins History Connection*, no. July 10 (1997). Accessed March 4, 2024. <https://fchc.contentdm.oclc.org/digital/search/advan>.
6. Copeland, Robert. "Kay Horn Ghent." Find a Grave. Find a Grave, February 28, 2014. <https://www.findagrave.com/memorial/124805182/kay-ghent>.
7. Copeland, Robert. "Eldon Frank Ghent." Find a Grave. Find a Grave, February 8, 2013. [https://www.findagrave.com/memorial/124805050/eldon\\_frank\\_ghent](https://www.findagrave.com/memorial/124805050/eldon_frank_ghent).
8. "Dwight Ghent." *EDSEL Quarterly - Fort Collins, CO* January 23, (2020). Accessed March 14, 2024.
9. "Dwight L. Ghent." *The Fort Collins Coloradoan* (Fort Collins), January 20, 2020. <https://www.coloradoan.com/obituaries/fcc030562>.
10. By SPECIAL TO THE DENVER POST. "Greeley Dealer Bob Ghent Earns Prestigious Nomination." *The Denver Post* (Denver), October 25, 2013. <https://www.denverpost.com/2013/10/25/greeley-dealer-bob-ghent-earns-prestigious-nomination/>.
11. Kline, Richard. 2019. *The Evolution of Local Dealerships: The Backbone of the U.S. Automobile Industry*. On-line: MSL Academic Endeavors. <https://doi.org/ISBN-13:978-1-936323-73-9>.

**VI. SIGNIFICANCE**37. Local landmark designation: Yes \_\_\_\_\_ No X Date of designation: \_\_\_\_\_

<sup>1</sup> Unknown. "New, Ultra-modern Ghent Motor Company Building Represents an Optimistic Investment in the Future Fort Collins." *The Fort Collins Coloradoan*, (1966): 29. Accessed March 16, 2024. <https://coloradoan.newspapers.com/image/588639157>.

Temporary Resource Number:

Designating authority:

## 38. Applicable National or Local Register Criteria:

 A. Associated with events that have made a significant contribution to the broad pattern of our history; B. Associated with the lives of persons significant in our past; C. Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or D. Has yielded, or may be likely to yield, information important in history or prehistory. Qualifies under Criteria Considerations A through G (see Manual) Does not meet any of the above National or Local Register criteria

39. Area(s) of significance: N/A

40. Period of significance: 1966

41. Level of significance: National  State  Local  N/A

## 42. Statement of significance:

5LR.14283 the Ghent Dealership is not significant at the National, State or Local levels. While the period of construction is over 50 years of age, it does not meet any of the criteria needed for designation.

**Criteria A**, Events that have made a contribution to the broad pattern of history:

The development of Fort Collins expanded after WWII, and the car was the main source of transportation considered in urban planning and development; however, it is extremely rare for a car dealership to individually contribute significantly to urban development. For this reason, car dealerships across the US are rarely designated at any level. Those dealerships that are designated are typically directly related to the major car companies in Detroit. Criteria A does not apply.

**Criteria B**. Associated with the lives of persons significant in our past:

While research of the Ghent family shows a loving family with many relatives in car sales, the Ghents related to 5LR.14283 did not show any specific contributions to the Fort Collins community that warrants landmarking this site. Frank, Dwight and Eldon Ghent did well with their dealerships, but the best years in sales were not associated with this location. The locations that were associated with their best years in sales were not deemed to be eligible for designation due to individuals of importance associated with them, therefore importance cannot be indicated for this site. While the Ghents might be associated with the business community, particularly Dwight who participated in many clubs, it was not enough to warrant the significance that landmarking requires, and it was not related to the car dealership or the site. Fort Collins has members of the community that qualify for Criteria B; however, the Ghents who are associated with 5LR.14283, Frank, Dwight, and Eldon, are not among the ranks of those who qualify. Criteria B does not apply.

Temporary Resource Number:

**Criteria C.** Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction:

The architectural style of the 5LR.14283, constructed in 1966, can be called mid-century, as can nearly all buildings constructed during the 1960s. The Ghent dealership shows elements that are of the style of the period, such as a single story, gable roof with exposed rafters, and large areas of glass seen on Building A, the showroom's exterior walls, and echoed at the smaller garage. However, this does not represent the work of a master, nor high artistic value, nor a distinguishable entity. While there are specific elements that represent the style of the period, the design and details are very common, and is in no way remarkable for the period. On a scale of 1-10 for mid-century design value, 10 being the highest, this example is 1-1.5. Research on Moore, Combs, and Burch, the architectural firm that designed the original buildings on the property, shows no buildings listed on the state or local registers designed by the firm. The architects are not listed individually, or as a firm, as important architects of the mid-century period or otherwise, in the History Colorado archives. Criteria C does not apply.

**Criteria D.** Has yielded, or may be likely to yield, information important in history or prehistory:

This category is typically used for archeological sites, and does not apply to 5LR.14283. Any aspect related to this category would not be related to the dealership. Criteria D does not apply.

43. Assessment of historic physical integrity related to significance:

Multiple elements of the site and structure have changed over time. These include the changes in the roof materials; an extension of the roof overhang on the east elevation; the loss of the upper windows on the east elevation; the enclosure of the connection between the showroom and service area; a change in the door at the body shop at west end of the service area; the replacement of the majority of garage doors; the loss of landscaping; the addition of fencing; and the loss of the car wash and gas station. Many elements show significant deterioration, indicating the end-of-life cycle, as the original materials were inexpensive and made to be replaced often. Site issues include deterioration of drainage and surfaces requiring the removal of asphalt for regrading, and repair of foundations. The site and original materials can no longer be used as a car dealership, as modern dealerships require remodeling that would change all aspects to be current and contemporary. That the site cannot be used as a car dealership in its current form is a further loss of integrity.

**VII. NATIONAL AND LOCAL REGISTER ELIGIBILITY ASSESSMENT**

44. National Register eligibility field assessment:

Eligible \_\_\_ Not Eligible X Need Data \_\_\_

Local Fort Collins eligibility field assessment:

Eligible \_\_\_ Not Eligible X Need Data \_\_\_

45. Is there National or Local Register district potential? Yes \_\_\_ No X

Temporary Resource Number:

Discuss: Although there are several blocks with additional car dealerships, all have kept up to date with dealership requirements for modifications, thus losing any correlation to the mid-century period of significance. All other existing buildings from the period of significance are widely dispersed, do not have the concentration needed for a historic district, and are not related to the car industry. The area has lost significant integrity for the mid-century period and does not qualify for a national or local historic district.

46. If there is National Register district potential, is this building: Contributing \_\_\_ Noncontributing \_\_\_\_\_  
If the building is in existing National Register district, is it: Contributing \_\_\_ Noncontributing \_\_\_\_\_

**VIII. RECORDING INFORMATION**

47. Photograph numbers: see appendix, images 1-111  
Negatives filed at: City of Fort Collins
48. Report title: 2601 S College Ave, Fort Collins, CO
49. Date(s): April 2024
50. Recorder(s): Natalie Feinberg Lopez
51. Organization: Built Environment Evolution
52. Address: PO Box 9464, Aspen, CO 81612
53. Phone number(s): 303-562-5872

NOTE: Please include a sketch map, a photocopy of the USGS quad map indicating resource location, and photographs.

History Colorado - Office of Archaeology & Historic Preservation  
1200 Broadway, Denver, CO 80203 (303) 866-3395

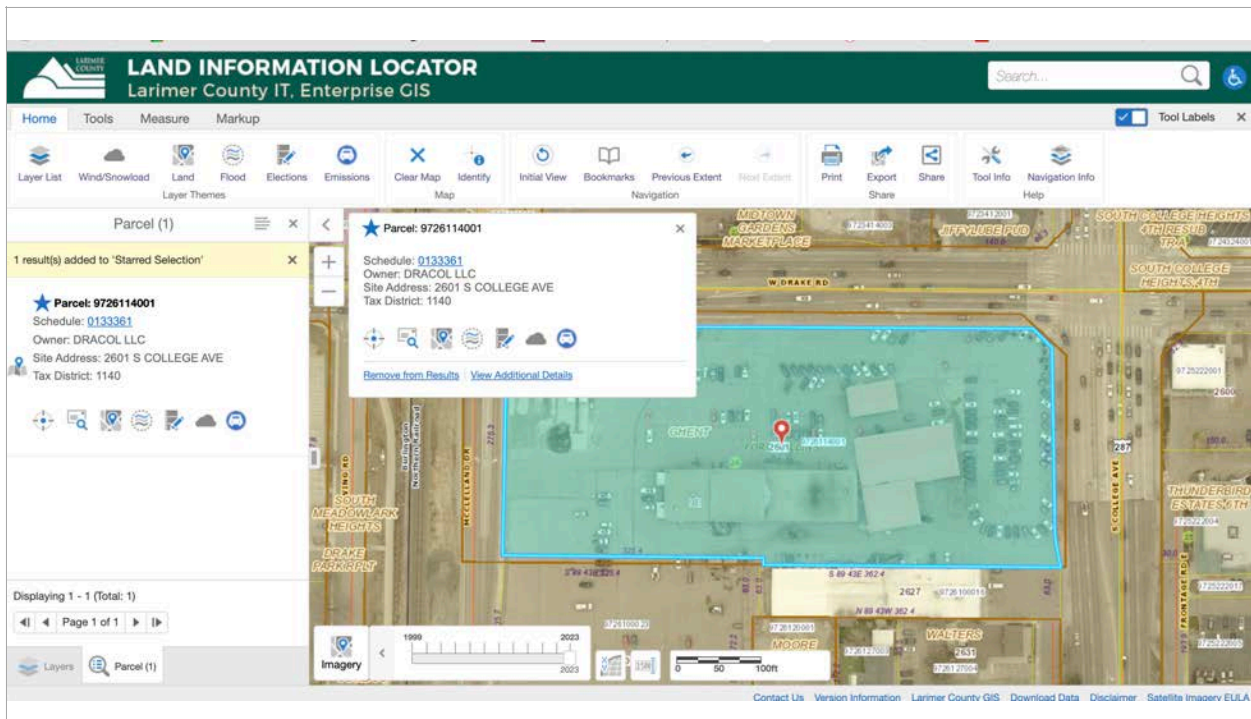


APPENDIX  
for  
2601 South College Ave  
Fort Collins, CO



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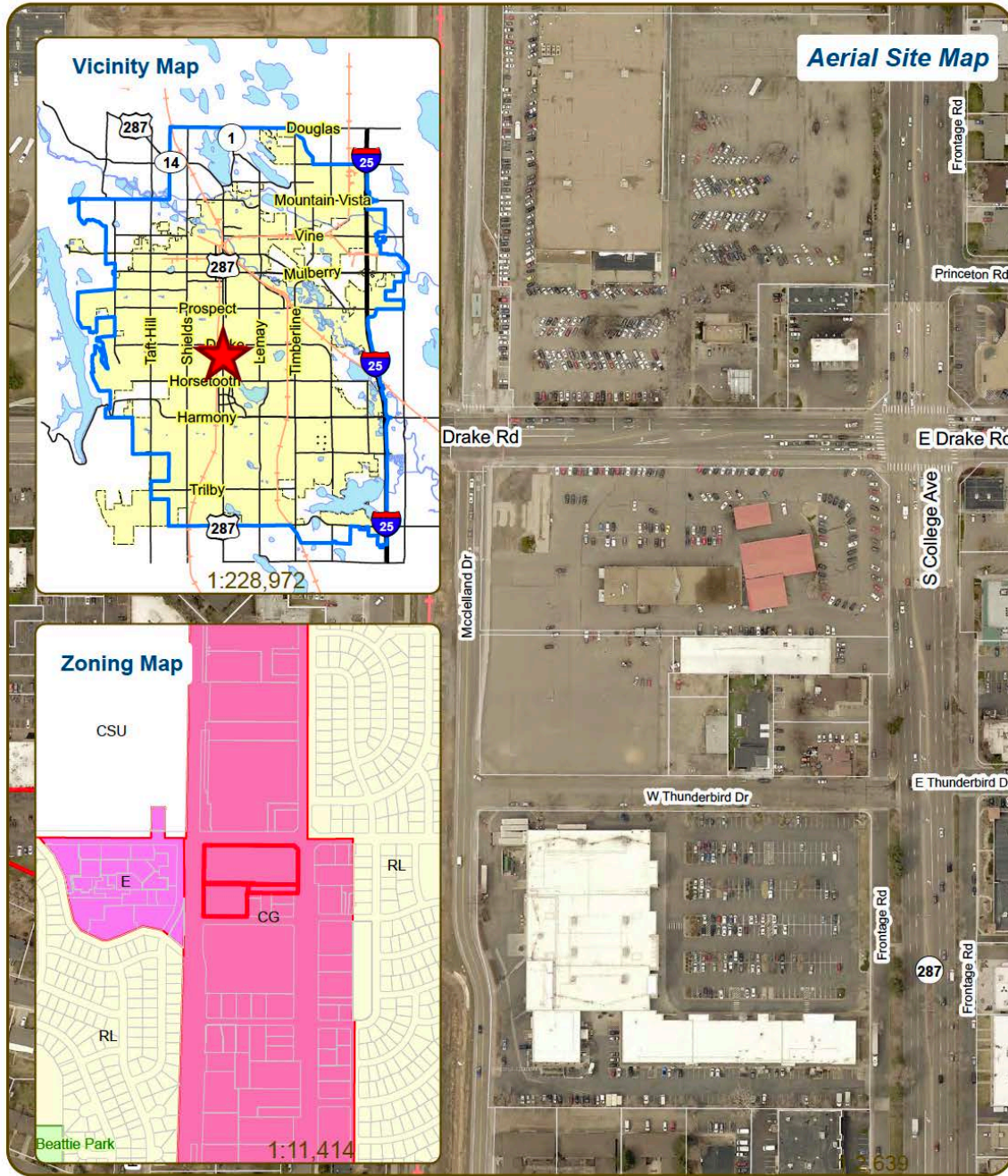
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1. Map of 2601 South College Ave, Fort Collins, CO. Image courtesy of the Larimer County Assessor, 2024



# Multi-family and Commercial at 2601 S College Residential and Commercial Development



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2. Map of 2601 South College Ave, Fort Collins, CO. Image courtesy of the City of Fort Collins, 2024



# DOCUMENTATION

## BUILDING A

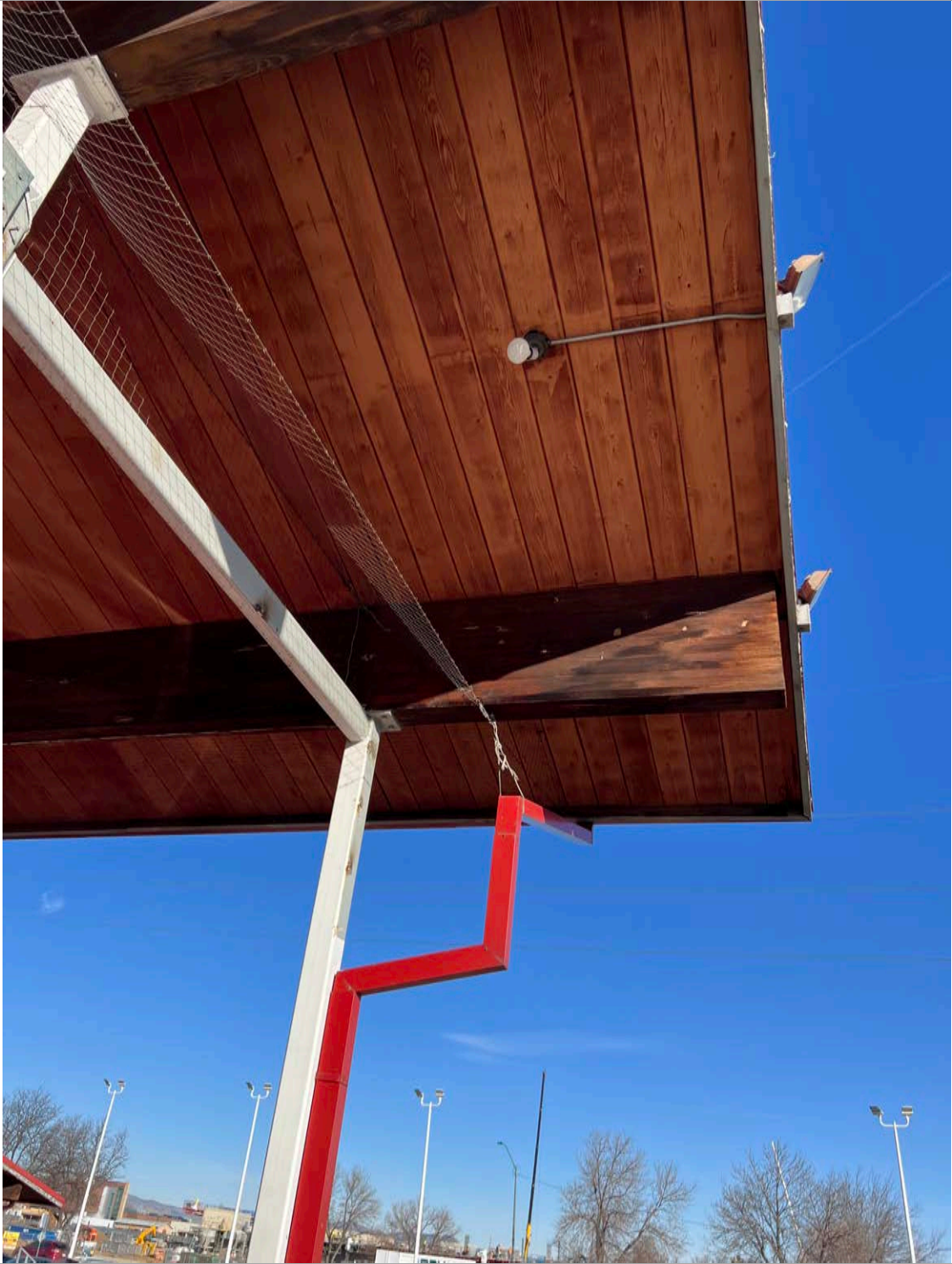
### EAST



3. East Elevation - Total elevation. Image courtesy of BEE. 2024



4. East Elevation - North end. Image courtesy of BEE. 2024

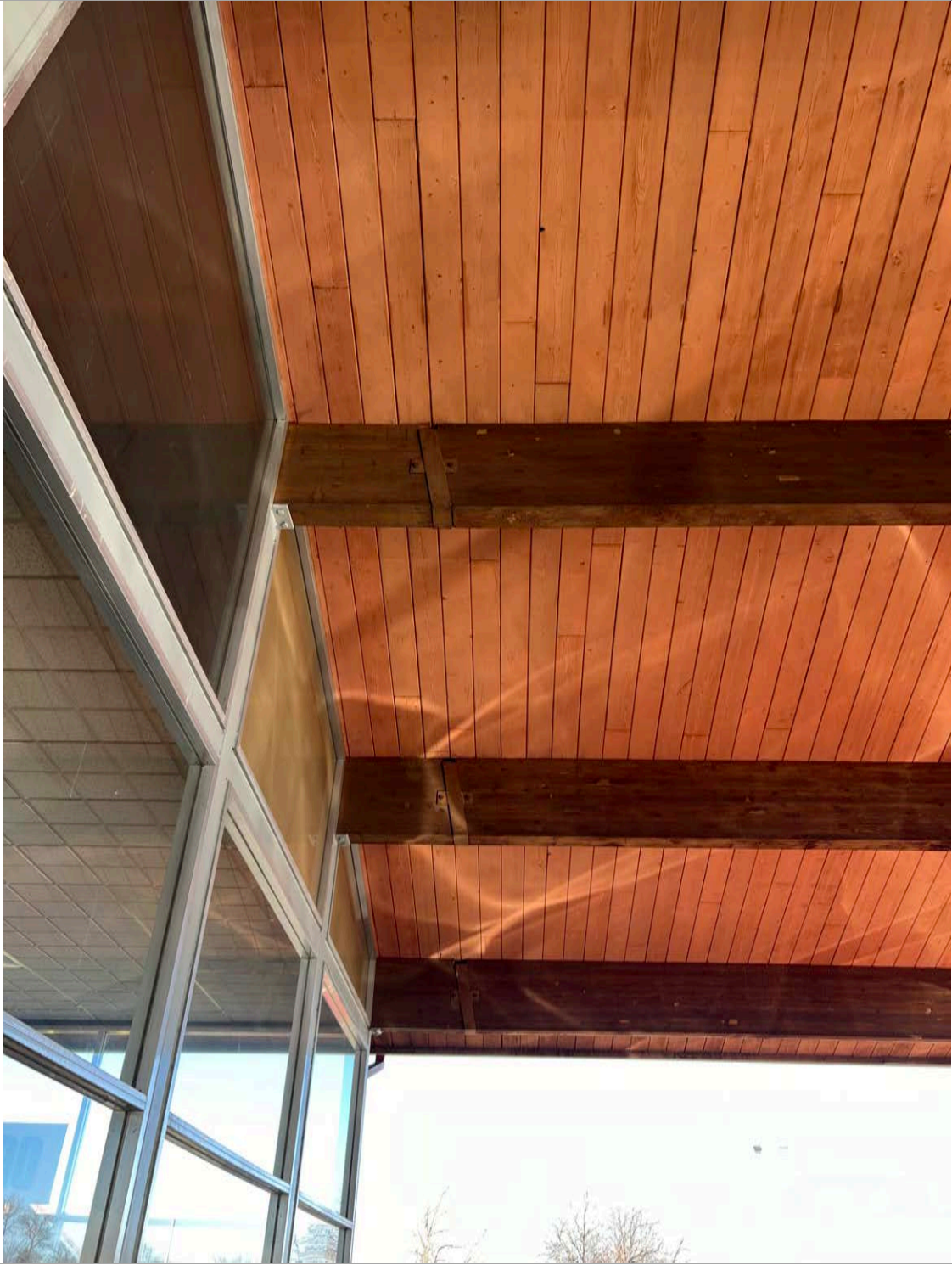


5. East Elevation - NE corner, underside of eaves, exposed rafter, steel structure, gutter. Image courtesy of BEE. 2024



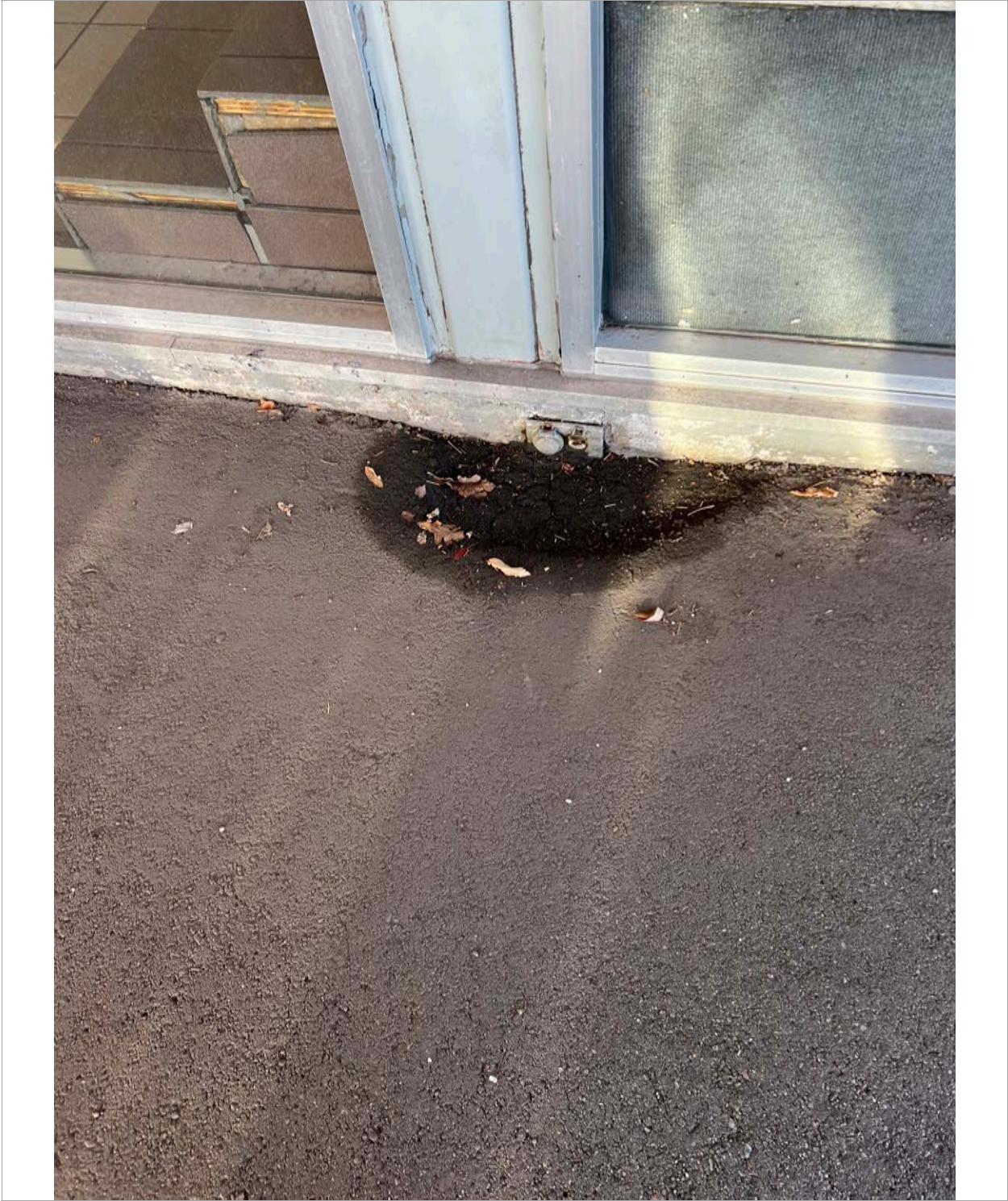


6. East Elevation - windows showing change in materials from installations of suspended drop ceiling on the interior. The original glass is missing, and the new material constitutes an intrusion. Image courtesy of BEE. 2024.



7. East Elevation - metal straps connecting exposed beams from original structure and extension of eaves. Image courtesy of BEE. 2024.





8. East Elevation - signs of drainage issues at the base of one of the steel columns. Image courtesy of BEE. 2024.





9. East Elevation - South portion, with stone veneer, shingles, exposed rafters and red metal roof trim over fascia. Image courtesy of BEE. 2024.





10. East Elevation - Image of connection of aluminum frame, single glaze window with stone veneer. Image courtesy of BEE. 2024.



NORTH



11. North Elevation - NE Corner of showroom. Image courtesy of BEE. 2024.



12. North Elevation - of showroom. Note door with hinged window to allow cars into the showroom, located in the middle of the photo frame. Image courtesy of BEE. 2024.



13. North Elevation - to NW Corner of showroom. Image courtesy of BEE. 2024.





14. North Elevation - airlock entry of the service center, the customer service office, and the first of the bay doors. Image courtesy of BEE. 2024.





15. North Elevation - Service center, bays 1-2. Image courtesy of BEE. 2024.



16. North Elevation - Service center, bays 3-6. Image courtesy of BEE. 2024.

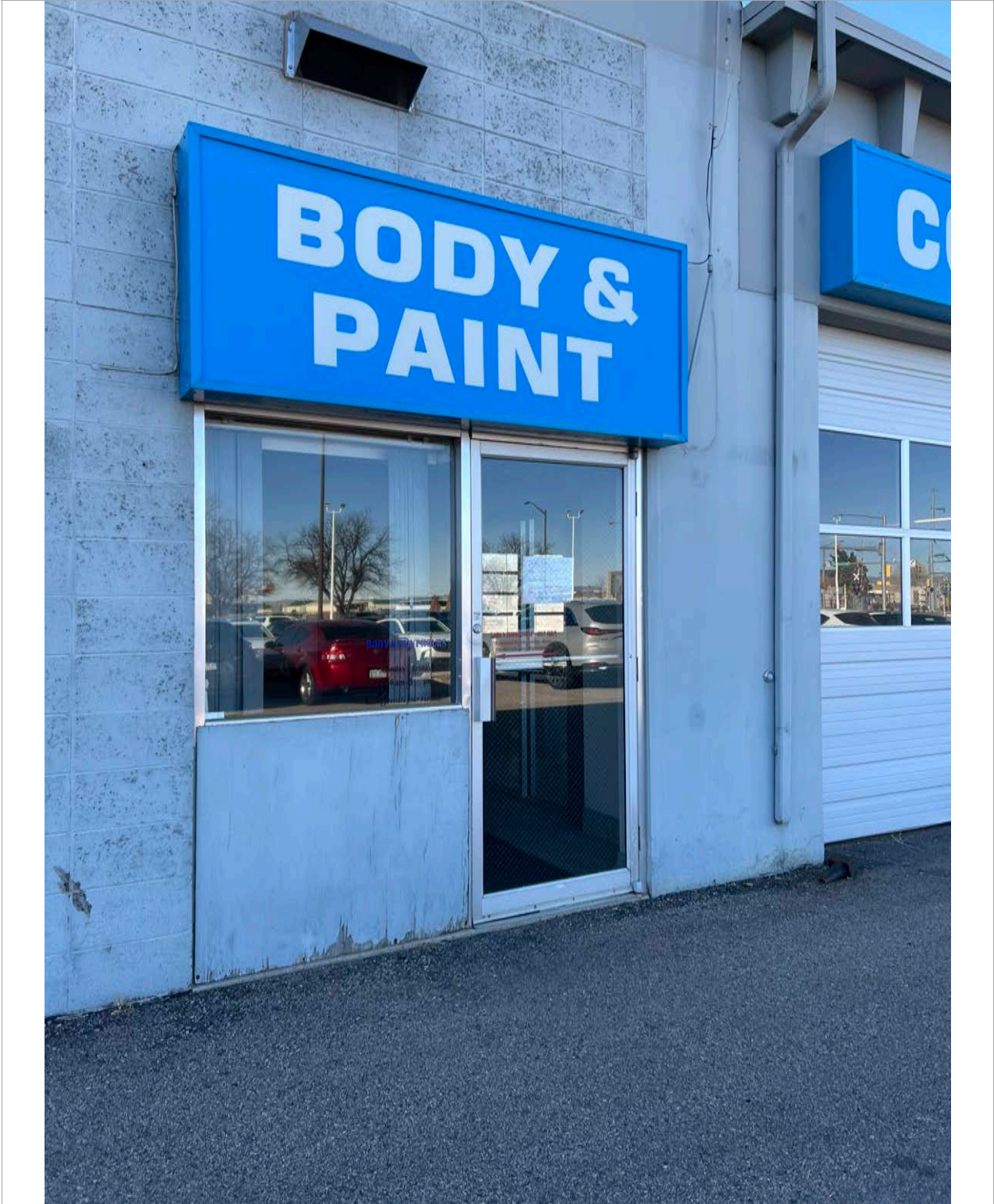


17. North Elevation - Service center, bays 5-8. Image courtesy of BEE. 2024.



18. North Elevation - Service center, bays 9-11. Note the garage doors on bays 9 and 13 are original, all others have been replaced. Image courtesy of BEE. 2024.





19. North Elevation - Service center, door of the Body & Paint center. Image courtesy of BEE. 2024.



20. North Elevation - Service center, bays 12 and 13. Note the door on bay 13 is original. Image courtesy of BEE. 2024.





21. North Elevation - Shed addition at the back of the service center.. Image courtesy of BEE. 2024.



22. North Elevation - Service center, column between bays 2-3. Note the numerous cracks, typical of the columns on both the North and South elevations. Image courtesy of BEE. 2024.



WEST



23. West Elevation - Back wall of the Showroom. Image courtesy of BEE. 2024.





24. West Elevation - NW corner of the Showroom. Image courtesy of BEE. 2024.



25. West Elevation - Back wall of the Service Center. Image courtesy of BEE. 2024.



26. West Elevation - Back wall of the Showroom, south portion of elevation. Image courtesy of BEE. 2024.





27. West Elevation - Back wall of the Showroom. Note netting at the eaves. Image courtesy of BEE. 2024.





28. West Elevation - Back wall of the Showroom, south portion, detail. Image courtesy of BEE. 2024.



29. West Elevation - Detail at west, between storage sheds with gas meter. Image courtesy of BEE. 2024.





30. West elevation - Detail of stone veneer over CMU. Image courtesy of BEE. 2024.





31. West elevation - Detail of key drop. Image courtesy of BEE. 2024.



SOUTH



32. South Elevation - Service center, bays 7-15. Image courtesy of BEE. 2024.



33. South Elevation - Service center, bays 5-11. Note more of the original garage doors on this elevation. Image courtesy of BEE. 2024.

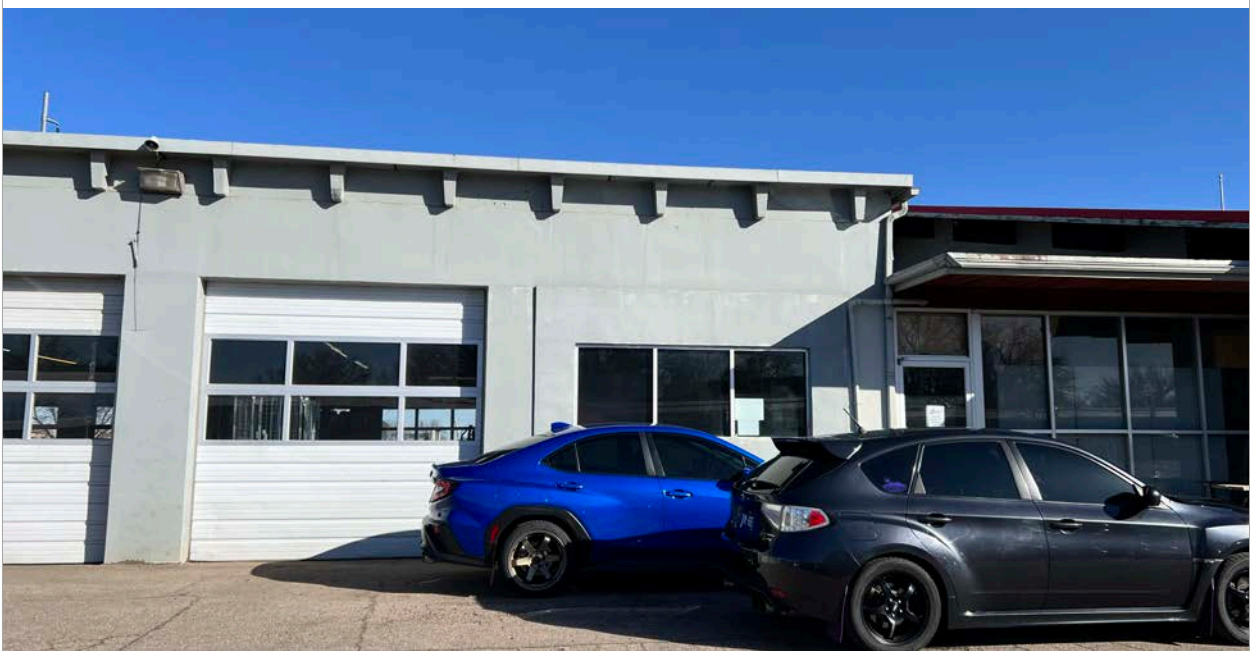


34. South Elevation - Service center, bays 3-7. Image courtesy of BEE. 2024.



35. South Elevation - Service center, bays 1-5. Image courtesy of BEE. 2024.





36. South Elevation - Service center, bays 1-2, and staff area and entrance to the Service center. Image courtesy of BEE. 2024.



37. South Elevation - Service center, staff area and entrance to the Service center. Image courtesy of BEE. 2024.



38. South Elevation - Showroom, "Bay window" that appears to have served as a drive-thru window. Image courtesy of BEE. 2024.





39. South Elevation - Showroom, dumpsters, door at stairs, and loading dock with roll-up door. Image courtesy of BEE. 2024.



40. South Elevation - Showroom, SE corner of office portion. Showroom windows on photo right. Image courtesy of BEE. 2024.



41. South Elevation - Detail of damage at roofline. Image courtesy of BEE. 2024.





42. South Elevation - Detail of the door and hinged window that open to allow cars into the showroom. Image courtesy of BEE. 2024.



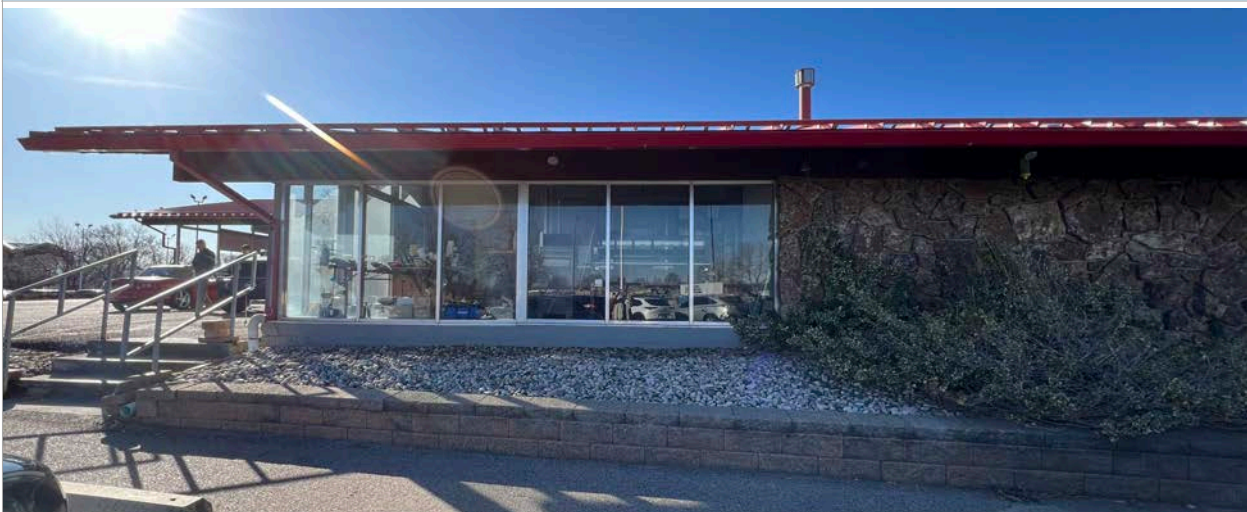
## BUILDING B

EAST



43. East Elevation - Entrance and office area of the small garage. Image courtesy of BEE. 2024.

NORTH



44. North Elevation - Entrance and office area of the small garage on photo left, service area at photo right. Image courtesy of BEE. 2024.





45. North Elevation - detail of "garden" area. Image courtesy of BEE. 2024.

WEST



46. West Elevation - Service area with two bays. Image courtesy of BEE. 2024.

SOUTH



47. South Elevation - Small door at the service area. Image courtesy of BEE. 2024.

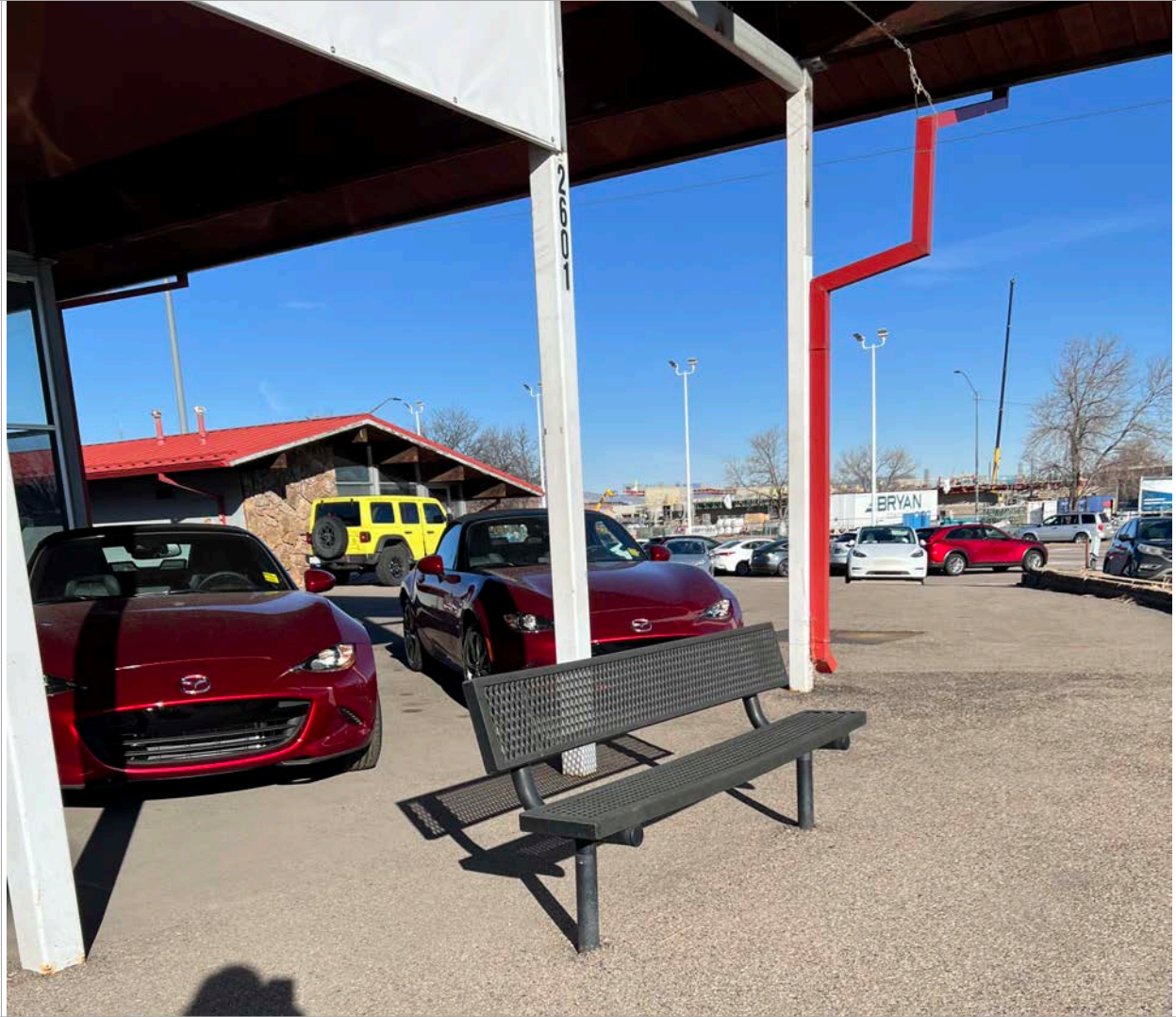


**SITE**



48. Site - Detail of stairs on east side of showroom. Image courtesy of BEE. 2024.





49. Site - Detail of bench on north side of showroom. Image courtesy of BEE. 2024.



50. Site - Detail of the chainlink fence that surrounds the west end of the parking lot. Image courtesy of BEE. 2024.





51. Site - Detail of entrance on north side of the lot. Image courtesy of BEE. 2024.





52. Site - Detail of stairs on north side of showroom. Image courtesy of BEE. 2024.





53. Site - Detail of stairs on north side of showroom, showing signs of deterioration. Image courtesy of BEE. 2024.





54. Site - Detail of deterioration on east side of Building B. Image courtesy of BEE. 2024.





55. Site - Detail of the stone stairs on north side of lot, reportedly from the previous Drake farm before the car dealership was on site, from the stagecoach stop (no verification found). Image courtesy of BEE. 2024.



**CHANGES IN CONTEXT**  
2601 South College AVE.

**STREETSCAPE** - Drake Road and South College Ave.



56. View from corner, the dealership sits on the SW corner of Drake Rd. and S.College Ave. Image courtesy of BEE. 2024.



57. North side of Drake Rd. Note the construction of a new mall, a change in the local context. Image courtesy of BEE. 2024.

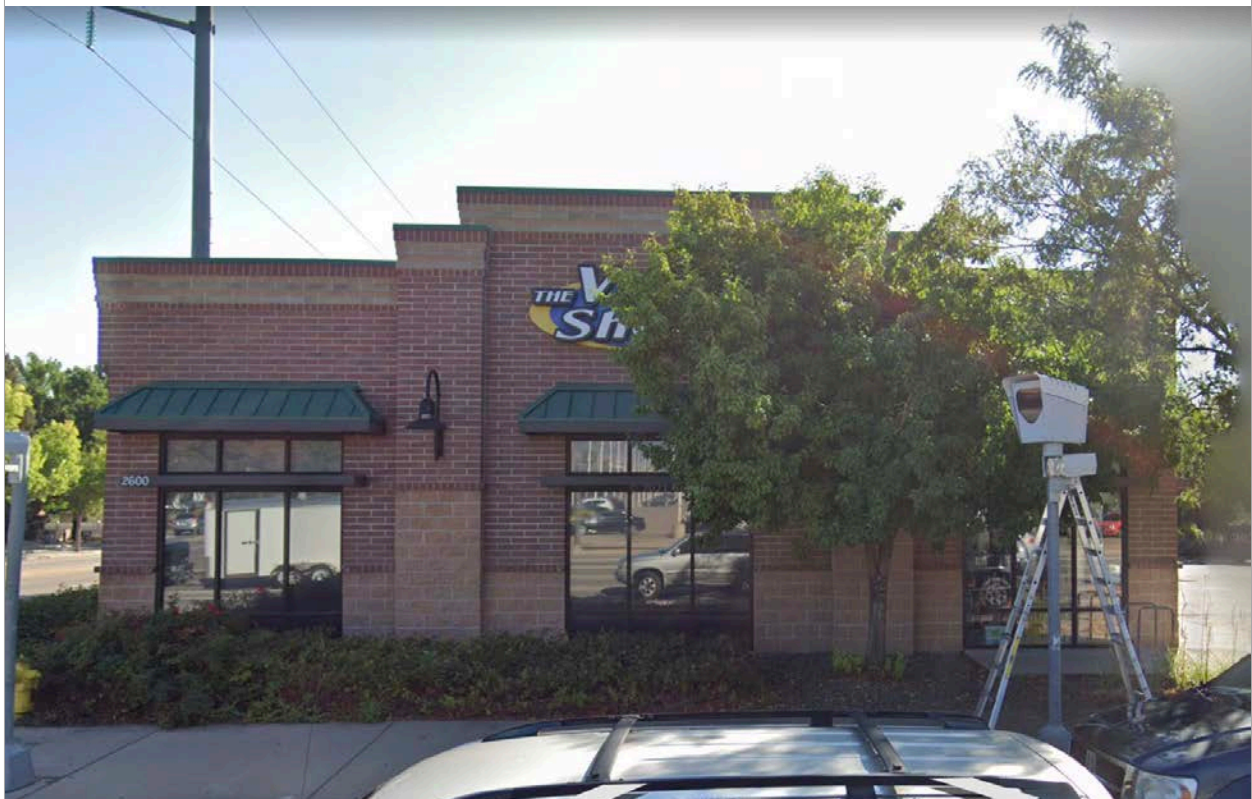


58. NW corner of the intersection of Drake Rd. and S. College Ave. Built in 1980, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.





59. NE corner of Drake Rd. and S. College Ave. With an unknown construction date, the bank is deemed eligible for landmarking. Image courtesy of BEE. 2024.



60. SE corner of Drake Rd. and S. College Ave. Built in 2006, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of Google Earth. 2024.



South College AVE - EAST SIDE



61. 2614 S. College Ave. Built in 2005, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.



62. 2712 S. College Ave. Built 1967, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.



63. 2716 South College. Built in 1971, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.

South College AVE - WEST SIDE





64. East streetscape in front of 2601 South College Ave. Image courtesy of BEE. 2024.





65. 2627 South College Ave. Property to the south of Car Dealership. Built in 1964, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.



66. 2631 South College Ave. Built in 1975, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.



67. 2701 South College Ave, built 1966, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of Google Earth. 2024



## COLLEGE AVE AUTO DEALERSHPS



68. 205 North College Ave, location of first Ford dealership that was initially a livery stable. Frank Ghent purchased a portion of the dealership in 1940, and stayed there until moving to 2601 South College in 1966. This property is ideal for designation specific to the history of the car. Built 1910, eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of Google Earth. 2024.



69. Saab Dealership, 425 North College Ave, date of construction unknown. Eligibility unknown. Image courtesy of Google Earth. 2024.

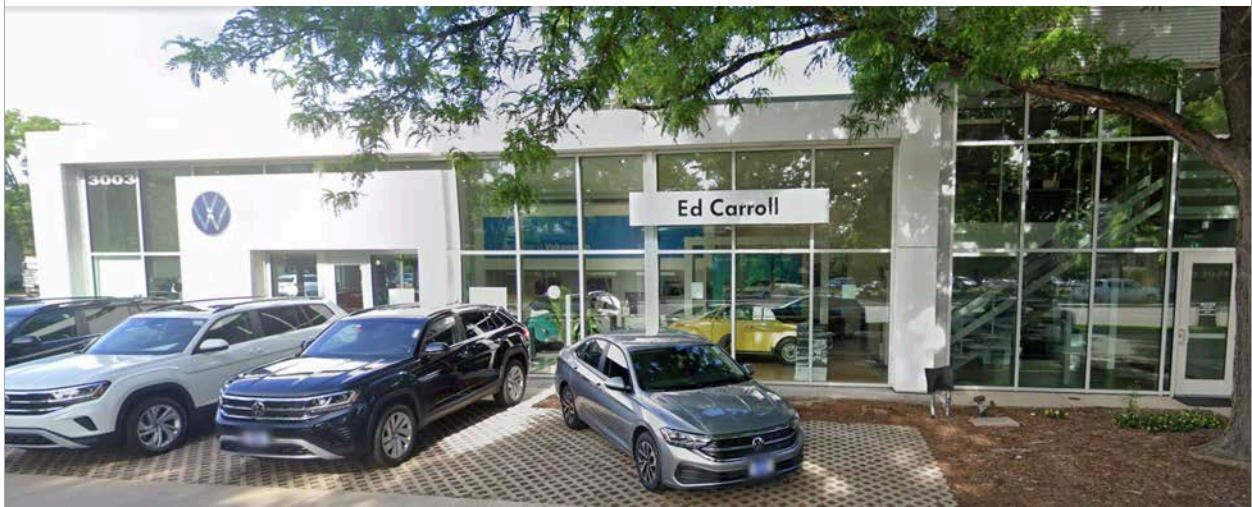


70. Kia dealership, 2849 South College Ave, built in 1972, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.



71. Glass Doctor, 2901 South College Ave, date of construction unknown, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.





72. VW dealership, 3003 South College Ave. Built 1968, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.

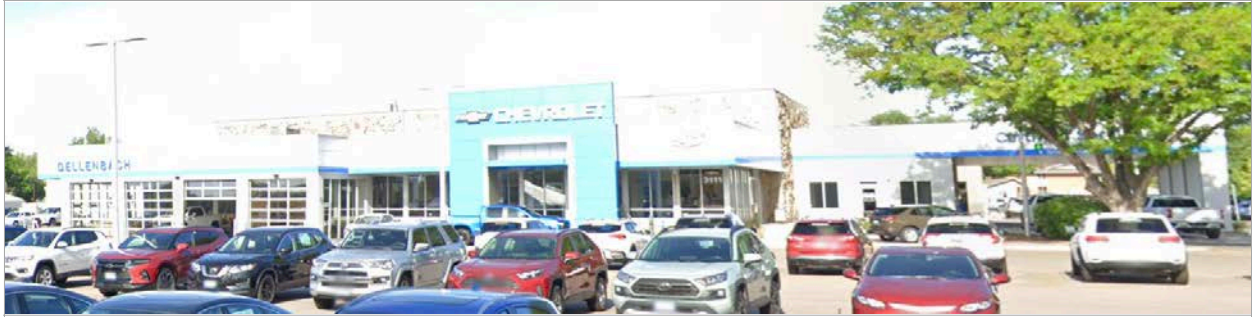


73. Porsche dealership, 3003 South College Ave. Built 1968, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.



74. Subaru dealership, 3103 South College Ave. Built in 1973, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.





75. Chevrolet dealership, 3111 South College Ave. Built in 1972, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of Google Earth. 2024.

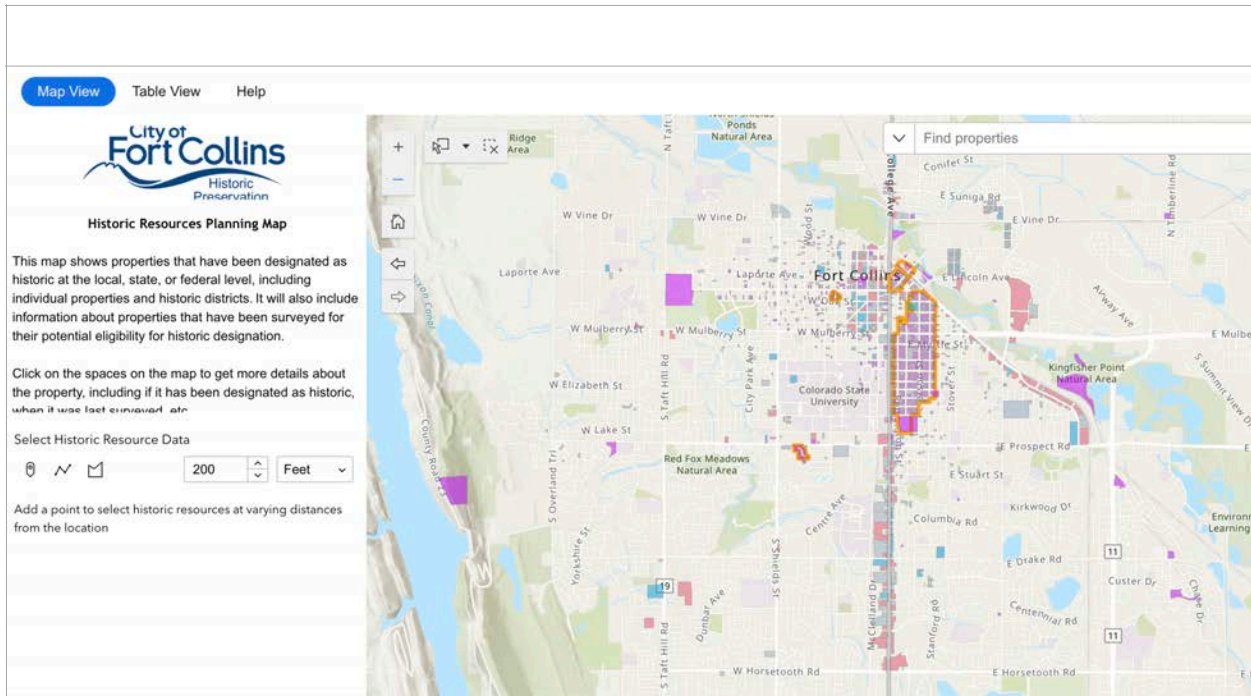


76. Auto Zone, 105 West Prospect Rd. Unknown construction date, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Note despite having many similar features to the dealership at 2601 South College Ave., such as CMU construction, stone veneer siding, a large gable roof, exposed rafters, and large amounts of glass, this building is not eligible for landmarking. Image courtesy of BEE. 2024.

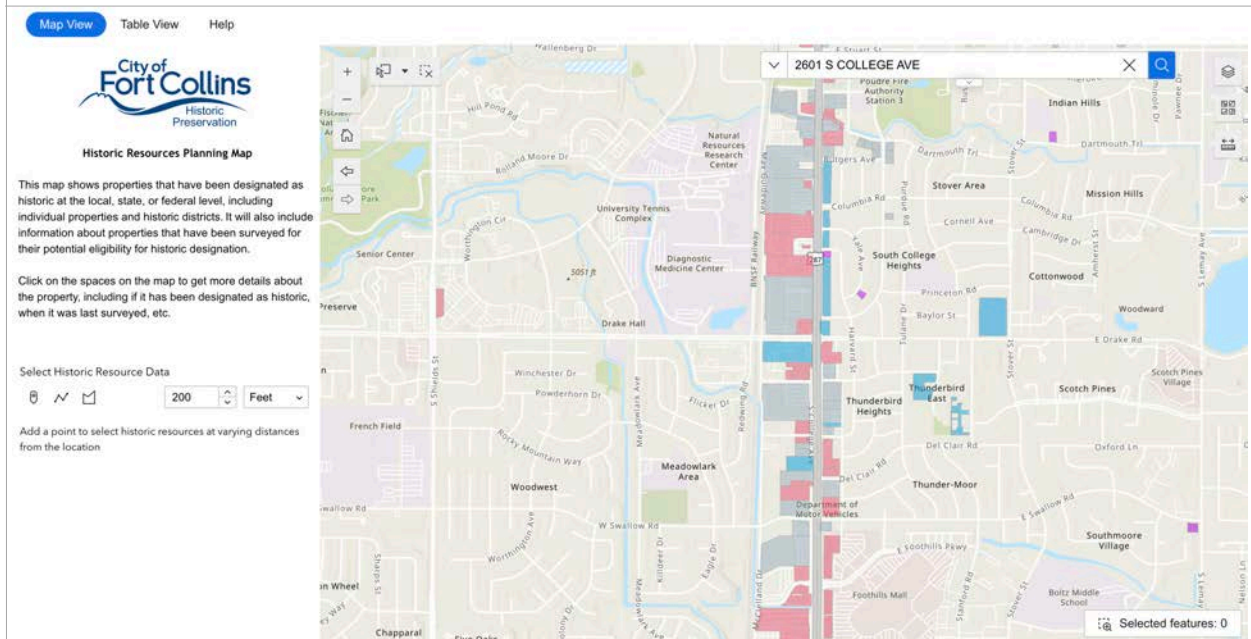


79. Auto Zone, 105 West Prospect Rd. Unknown construction date, not eligible for landmarking per the City of Fort Collins Historic Resources Planning Map. Image courtesy of BEE. 2024.

# ARCHITECTURAL SIGNIFICANCE



80. Historic Preservation map, large view. Courtesy of the City of Fort Collins. 2024.



81. Historic Preservation map, close up view of South College Ave. 2601 South College is in the center of the photo (blue). Note change in density of “eligible” landmark sites vs old town Fort Collins and adjacent areas - historic district potential is currently limited. Courtesy of the City of Fort Collins. 2024.



## Historic Preservation and Sustainability

### SUSTAINABILITY - SOCIAL, ECONOMIC AND ENVIRONMENTAL BENEFITS OF HISTORIC PRESERVATION

Preserving and enhancing historic places promotes the three basic components of sustainability. These are: (1) Cultural/Social Sustainability, (2) Environmental Sustainability and (3) Economic Sustainability. Each of the components is described in greater detail in the following pages.



Preserving historic places promotes the three basic categories of sustainability.

#### Cultural/Social Component of Sustainability

This component relates to the maintenance of the community's cultural traditions and social fabric. Preserving historic places and patterns promotes cultural and social sustainability by supporting everyday connections between residents and the cultural heritage of the community. These connections are reinforced by the physical characteristics of historic places, which often directly support environmental sustainability.

Historic properties in the district provide direct links to the past. These links convey information about earlier ways of life that help build an ongoing sense of identity within the community. Residents anchored in this sense of identity may be more involved in civic activities and overall community sustainability efforts.

The historic development pattern of the district promotes social interaction that supports a high quality of life and helps build a sense of community. The area is compact and walkable, providing for impromptu mixing of different cultural and economic groups. Direct connections to the public realm provide opportunities for community interaction. This physical pattern, combined with the inherent cultural connections, provides significant support for the community's overall sustainability effort.

#### Environmental Component of Sustainability

This is the most often cited component of sustainability. It relates to maintenance of the natural environment and the systems that support human development. Rehabilitation of historic resources is an important part of environmental sustainability and green building initiatives. It directly supports environmental sustainability through conservation of embodied energy, adaptability, and other factors that keep historic buildings in use over long periods of time.

#### Inherent Energy

Typically historic buildings were built with energy efficiency in mind. Construction methods focused on durability and maintenance, resulting in individual building features that can be repaired if damaged, thus minimizing the need for replacement materials. Buildings were also built to respond to local climate conditions, integrating passive and active strategies for year-round interior climate control, which further increase energy efficiency. Passive strategies typically include building orientation for sun and breezes. Active strategies typically include operable awnings, and double-hung and transom windows.

#### Embodied Energy

Embodied energy is defined as the amount of energy used to create and maintain the original building and its components. Preserving a historic structure retains this energy. Re-using a building also preserves the energy and resources invested in its construction, and reduces the need for producing new construction materials, which require more energy to produce. Studies confirm that the loss of embodied energy by demoli-

82. City of Fort Collins Design Guidelines referencing Sustainability and Embodied Energy. BEE research includes carbon calculations, to be presented at the Historic Preservation Commission meeting on April 17, 2024. Document courtesy of the City of Fort Collins. 2024.

### Replace Extensively Deteriorated Features from the Restoration Period

In Restoration, *replacing* an entire feature from the *restoration period*, such as a porch, that is too deteriorated to repair may be appropriate. Together with documentary evidence, the form and detailing of the historic feature should be used as a model for the replacement. Using the same kind of material is preferred; however, compatible substitute material may be considered. New work may be unobtrusively dated to guide future research and treatment.

### Remove Existing Features from Other Historic Periods

Most buildings change over time, but in Restoration the goal is to depict the building as it appeared at the most significant time in its history. Thus, it may involve *removing* or altering existing historic features that do not represent the *restoration period*. Materials, features, spaces, and finishes that characterize other historical periods should be documented to guide future research and treatment prior to their alteration or removal.

### Recreate Missing Features from the Restoration Period

Most Restoration projects involve *recreating* features that were significant to the building during the *restoration period*, such as a porch, but are now missing. Missing features to be replaced should be substantiated by documentary and physical evidence to ensure the restoration is accurate. Using the same materials to depict lost features is always the preferred approach; however, using compatible substitute material is an acceptable alternative in Restoration because the goal of this treatment is to replicate the *appearance* of the historic building at a particular time.

If documentary and physical evidence are not available to provide an accurate recreation of missing features, the treatment Rehabilitation might be a better overall approach to project work.

### Code-Required Work: Accessibility and Life Safety

Sensitive solutions to meeting code requirements in a Restoration project are an important part of protecting the historic character of the building. Work that must be done to meet accessibility and life-safety requirements must also be assessed for its potential impact on the historic building as it is restored.

### Resilience to Natural Hazards

Resilience to natural hazards should be addressed as part of a Restoration project. A historic building may have existing characteristics or features that help to address or minimize the impacts of natural hazards. These should always be used to best advantage when planning new adaptive treatments that have the least impact on the historic character of the building, its site, and setting.

### Sustainability

Sustainability should be addressed as part of a Restoration project. Good preservation practice is often synonymous with sustainability. Existing energy-efficient features should be retained and repaired. New sustainability treatments should generally be limited to updating existing features and systems to have the least impact on the historic character of the building.

The topic of sustainability is addressed in detail in *The Secretary of the Interior's Standards for Rehabilitation & Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings*. Although specifically developed for the treatment Rehabilitation, the Sustainability Guidelines can be used to help guide the other treatments.

83. Additional section from City of Fort Collins Design Guidelines, items to consider with 2601 South College Ave eligibility. Document from City of Fort Collins. 2024.

EXCELLENT EXAMPLES  
OF  
MODERN ARCHITECTURE



EXAMPLES BELOW IN ORDER OF DATE OF CONSTRUCTION



84. Villa Savoye, Poissy, France, Le Corbusier, 1929. One of the earliest examples of the architecture that shaped the modern movement. Image courtesy of Architecture Daily. 2024.



85. Gropius House, Lincoln, MA. Walter Gropius, 1938. Image courtesy of Historic New England. 2024.



86. Neutra House, Los Angeles, CA, Richard Neutra, 1950. Image courtesy of the Neutra Institute. 2024.





87. Hanover Trust Company, New York, NY, Skidmore, Owings and Merrill, 1954. Image courtesy of Wikimedia. 2024.



**S. R. Crown Hall, Illinois Institute of Technology**

88. SR Crow Hall, Illinois Institute of Technology, Chicago, IL, Mies van den Rohe, 1956. Image courtesy of Illinois Institute of Technology. 2024.





89. General Motors Technical Center, Warren, MI, Eero Saarinen, 1956. Image courtesy of the Getty. 2024.



90. Ice Rink, Yale University, New Haven, CT, Eero Saarinen, 1958. Image courtesy of the Getty. 2024.



**McGregor Memorial Conference Center, Wayne State University**

91. McGregor Memorial Conference Center, Wayne State University, Detroit, MI, Minor Yamasaki, 1958. Image courtesy of the Getty. 2024.



92. Brazil Supreme Federal Court, Brasilia, DF, Brazil, Oscar Niemeyer, 1958. Image courtesy of Getty. 2024.





93. Case Study #8, Los Angeles, CA, Charles and Ray Eames, 1958. Image courtesy of the Getty. 2024.

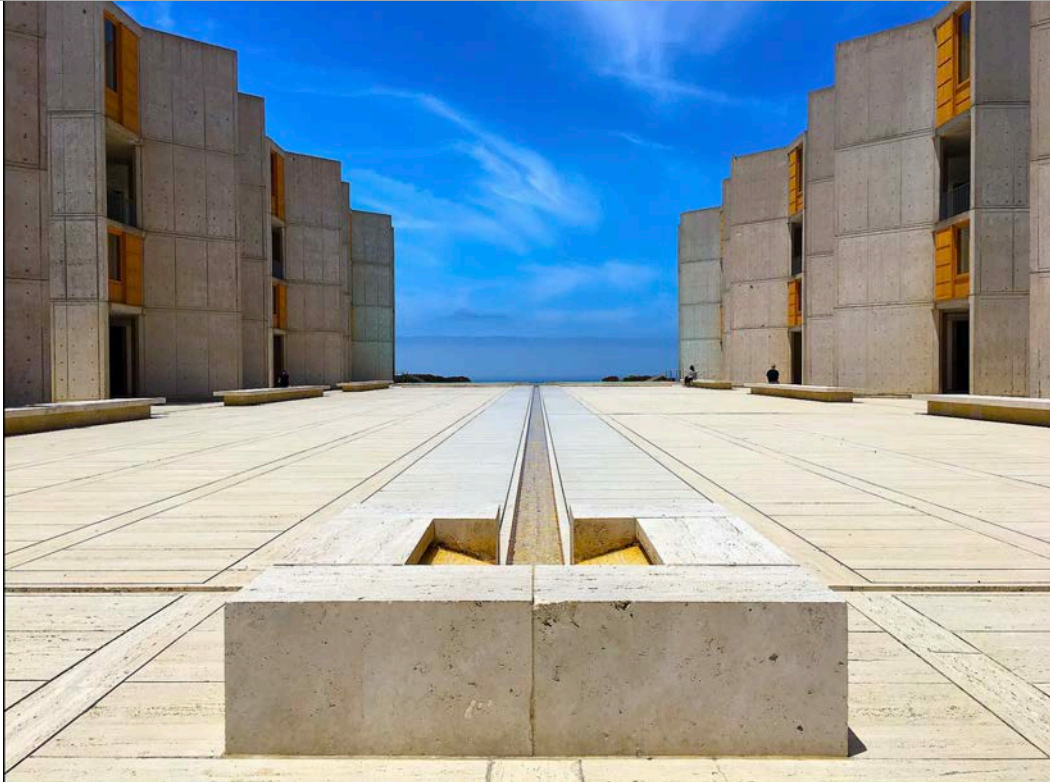


94. The Guggenheim Museum, New York, NY, Frank Lloyd Wright, 1959. Image courtesy of the Getty. 2024.





95. National Congress Building, Brasilia, DF, Brazil, Oscar Niemeyer, 1960. Image courtesy of the Getty. 2024.



96. Salk Institute, La Jolla, CA, Louis Kahn, 1962. Image courtesy of the Getty. 2024.



97. Salk Institute, La Jolla, CA, Louis Kahn, 1962. Image courtesy of the Getty. 2024.



98. Lincoln Center, New York, NY, Philip Johnson and Eero Saarinen, 1962. Image courtesy of the Getty. 2024.



99. Jatiya Sangsad Bhaban, Dhaka, Bangladesh, Louis Kahn, 1962. Image courtesy of the Getty. 2024.





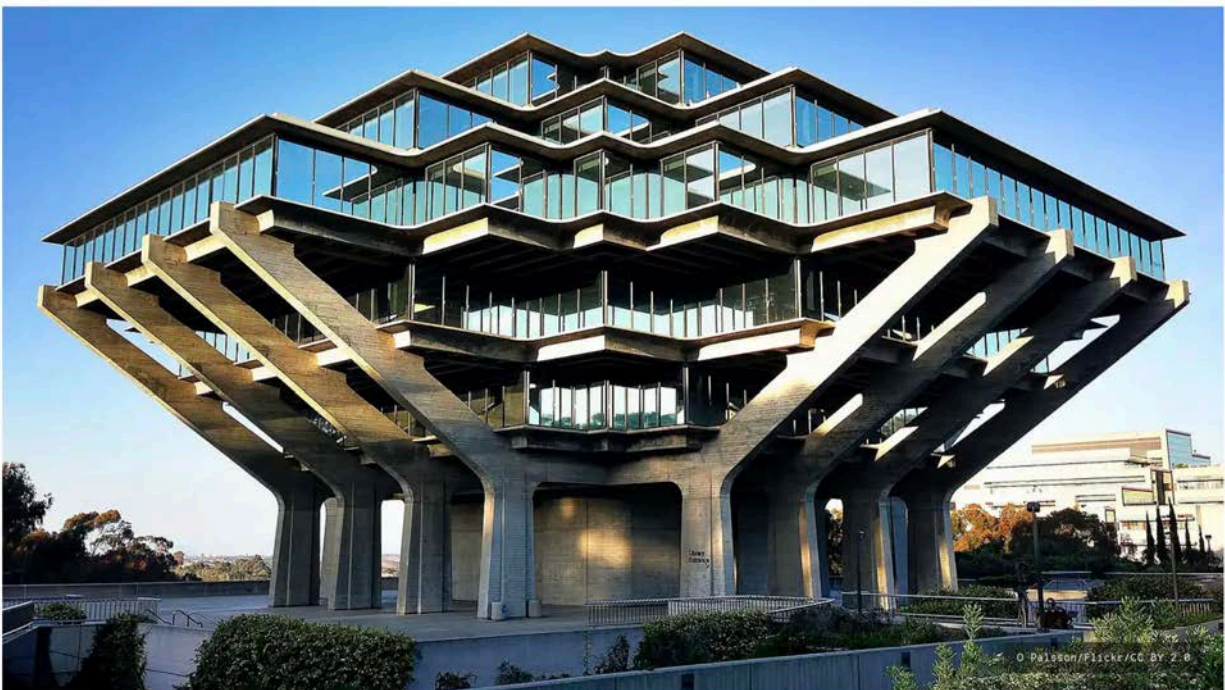
100. Jatiya Sangsad Bhaban, Dhaka, Bangladesh, Louis Kahn, 1962. Image courtesy of the Getty. 2024.



101. The Met-Breuer Building, New York, NY, Marcel Breuer, 1966. Image courtesy of Shutterstock. 2024.



102. The Ford Foundation Building, New York, NY, Kevin Roche, 1967. Image courtesy of Wikimedia. 2024.



**Geisel Library, University of California, San Diego**

103. Geisel Library, University of California, San Diego, CA, William Pereira, 1970. Image courtesy of the Getty. 2024.



EXCELLENT EXAMPLES OF LESSER KNOWN/UNKNOWN ARCHITECTS



*Photo: W. Airport-Hester and Hardaway Photographers  
Houston's Westbury Automotive is a Mid Century Modern classic.*

104. Westbury Automotive, Houston, TX, architect unknown, date unknown. Image courtesy of Mid-Century Preservation and W. Airport-Hester and Hardaway Photographers. 2024.



105. The Baringer House, Norman, OK, Architect unknown, 1968. Image courtesy of Mid-century Preservation. 2024.





106. Eichler tract home, Walnut Creek, CA, 1959. Eichler was a developer who built affordable tract homes, and wanted to bring affordable, fair housing to everyone. The style became common for the era. Image courtesy of Atomic Ranch online magazine. 2024.



107. Another example of Eichler tract home, Oakland, CA, 1959. Image courtesy of Atomic Ranch online magazine. 2024.



108. Texico gas station in Muldersweg, Netherlands, 1953. Image courtesy of [www.arkitektning.wordpress.com/](http://www.arkitektning.wordpress.com/). 2024.



109. Exxon gas station in Dudok, Netherlands, 1953. Image courtesy of [www.arkitektning.wordpress.com/](http://www.arkitektning.wordpress.com/). 2024.





110. Alum Rock gas station, San Jose, CA, c.1960. Image courtesy of [www.arkitekting.wordpress.com/](http://www.arkitekting.wordpress.com/). 2024.



111. Union96 gas station, Los Angeles, CA, date unknown. Image courtesy of [www.arkitekting.wordpress.com/](http://www.arkitekting.wordpress.com/). 2024.

\*\* Research for mid-century modern car dealerships was disappointing, with all landmarked dealerships found built in the 1920-30s and of a very different architectural style.





## Historic Preservation Services

Community Development & Neighborhood Services

281 North College Avenue

P.O. Box 580

Fort Collins, CO 80522.0580

970.224.6048

[preservation@fcgov.com](mailto:preservation@fcgov.com)

[fcgov.com/historicpreservation](http://fcgov.com/historicpreservation)

March 29, 2024

Carlton Henry  
Planner, Norris Design  
244 North College Avenue, Unit #165  
Fort Collins, CO 80524

### RE: 2601 South College Determination of Eligibility Appeal

Dear Mr. Henry,

As you are the design review applicant for 2601 S. College, this letter is to inform you that the appeal of the determination of eligibility for landmark designation of the property has been scheduled for April 17, 2024. This is a regular meeting of the Historic Preservation Commission and will begin at 5:30 pm in Council Chambers at City Hall, 300 Laporte Avenue.

Please let me know if you have any questions.

Sincerely,

Rebekah Schields  
Historic Preservation Specialist  
970-224-6137  
[rschields@fcgov.com](mailto:rschields@fcgov.com)



## Historic Preservation Services

Community Development & Neighborhood Services

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Fort Collins, CO 80522.0580

970.224.6048

[preservation@fcgov.com](mailto:preservation@fcgov.com)

[fcgov.com/historicpreservation](http://fcgov.com/historicpreservation)

April 17, 2024

RE: HPC-Requested Addition to the Packet – Appeal of 2601 S. College Finding of Eligibility

At its April 10, 2024 Work Session, the City's Historic Preservation Commission requested that certain records related to the now-expired finding of the property at 2601 S. College Avenue be added to the record for its upcoming meeting. Included in this attachment, by date, are:

- October 26, 2017 - initial staff/LPC (Landmark Preservation Commission) finding of the property as Eligible.
- December 18, 2017 – Historic Survey Form for 2601 S. College Ave; produced by 2017 Appellant's contractor, recommending the property Not Eligible.
- February 21, 2018 – LPC Verbatim Transcript of the Appeal Hearing for 2601 S. College
- April 3, 2018 – City Council Minutes excerpt related to Appeal hearing, finding the property not Eligible.

Please note the following important caveats about these administrative records:

1. A determination of eligibility, by definition, does not consider or address the suitability or code compliance of any past, current, or proposed use of a property. A building permit or development review application is required in order to evaluate the code compliance of a proposed use or alteration.
2. An applicant may request a determination of landmark eligibility at any time if a valid determination (made within the last five years) is not already on file. The application for a determination of eligibility does not have to be associated with a current development application or proposed landmark designation.
3. The determination of eligibility and subsequent appeal process completed in 2017-2018 regarding 2601 S. College, although similar, was completed under a previous version of the City's historic preservation codes (both Municipal Code Chapter 14, and Land Use Code 3.4.7). The City revised the process for historic survey and development review through code modifications adopted by City Council on March 5, 2019. It is under those new/current code requirements that the 2023 evaluation of 2601 S. College Ave as an historic resource was completed.
4. The 2019 code and process updates modified the determination of eligibility and development review process related to cultural resources in the following ways:
  - a. Required identification of historic resources on the development site at the earliest stage of development
    - i. In subsequent administrative refinement, City Preservation staff are routed on all development applications received by the City for potential comment. Structures on development sites that are not designated historic resources, but are at least 50 years old, must have a valid determination of eligibility on file

prior to submittal of a complete development application. In the absence of that information, historic survey is required.

- b. Required the City to significantly improve the quality of its pre-submittal historic review.
  - i. Prior to 2019, the Director of CDNS and the LPC chair issued a determination of eligibility based on available evidence already held in the Historic Preservation property files and a short review of building permit history. The qualifications of those individuals as professional historic survey professionals varied based on who held the positions, and in many cases, determinations were made without the benefit of an intensive-level historic survey of the property due to the limited survey data on file. However, any resident of the City or the property owner could appeal the determination of eligibility, and at that time the appellant was required to include an intensive-level historic survey form produced by a qualified professional.
  - ii. The new 2019 code standards establish a full, intensive-level, historic survey of a property as the evidentiary basis for the official determination of eligibility, which means that if there is no current documentation on file a survey must be ordered and paid for by the applicant prior to the determination. The survey findings must be based on the City's local Landmark eligibility criteria, , and the documentation is completed by an independent consultant who specializes in historic survey, if available. The official determination of eligibility is issued by City staff, who are all qualified professionals in historic survey, following an internal process to establish consensus on the determination.
  - iii. Upon appeal, an appellant is still required to produce their own historic survey form prepared by a qualified professional, as outlined in the Municipal Code ([14-23b](#)).





2017 CDNS/LPC  
Finding

Planning, Development & Transportation Services  
Community Development & Neighborhood Services  
281 North College Avenue  
P.O. Box 580  
Fort Collins, CO 80522-0580  
970.416.2740

**Request for Historic Review  
of Landmark Eligibility and/or Effect of Proposed Demolition or Alteration**

Property Address: 2601 S College Ave, Fort Collins, CO 80525


Specific building(s) under review: Dealership, Service Building, Building housing Sherwin Williams, and Building at 132 W. Thunderbird Road (former Tri-City Paint). Any and all outbuilding  
Applicant: Brinkman Development

Phone: 970-237-4739 Email: bill.wells@brinkmancolorado.com

Detailed description of proposed work: Demolition.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**CERTIFICATION**

I certify the information and exhibits submitted are true and correct to the best of my knowledge and that in filing this application, I am acting with the knowledge, consent, and authority of the owners of the real property, as those terms are defined in Section 1-2 of the City Code (including common areas legally connected to or associated with the property which is the subject of this application). Pursuant to said authority, I hereby permit City officials to enter upon the property for the purpose of exterior inspection, photographs, and if necessary, for posting of public notice on the property.

\*Owner/Applicant signature (required):  Date: 10/20/17

**Landmark Significance Criteria:**

- A: A property that is associated with events that have made a significant contribution to the broad patterns of our local, state or national history;
- B: A property that is associated with the lives of persons significant in our past;
- C: A property that embodies the distinctive characteristics of a type, period, or method of construction; is the work of a master; possesses high artistic value; or represents a significant and distinguishable entity whose components may lack individual distinction;
- D: A property that has yielded, or may be likely to yield, information important in prehistory or history.

**Aspects of Integrity Criteria:**

**Location** is the place where the historic property was constructed or the place where the historic event occurred.  
**Design** is the combination of elements that create the form, plan space, structure, and style of a property.  
**Setting** is the physical environment of a historic property. Whereas location refers to the specific place where a property was built or an event occurred, setting refers to the character of the place. It involves how, not just where, the property is situated and its relationship to the surrounding features and open space.  
**Materials** are the physical elements that form a historic property.  
**Workmanship** is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure, or site.  
**Feeling** is a property's expression of the aesthetic or historic sense of a particular period or time. It results from the presence of physical features that, taken together, convey the property's historic character.  
**Association** is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a property's historic character.



(For Office Use Only)

**Request for Historic Review:**

- I. Effect of Proposed Demolition or Alteration and/or
- II. Fort Collins Landmark Eligibility

Property Address: 2601 S College Ave

Specific building(s) under review: Property / all

Summary of proposed work: demolition

**I. Effect of Proposed Demolition or Alteration**

For a property to maintain historic character when alterations are made to the structure(s) or site, it must retain the essential physical features that enable it to convey that character through seven aspects of physical integrity that are used to evaluate historic properties throughout the United States. Unless requested by the owner, a determination of eligibility (Section 2) is not required for proposed work that is determined to be minor in Section 1. **A checkmark signifies retention of that aspect of integrity.**

**Aspects of Integrity Criteria:**

**CDNS LPC**

**Materials:** The proposed work would retain a significant portion of historic exterior materials (cladding, roof, windows, other: \_\_\_\_\_)

**Design:** The proposed work would retain a significant portion of historic exterior features without obscuring them (configuration, proportions, roofline, window pattern, historic addition(s), other: \_\_\_\_\_).

**Workmanship:** The proposed work would not destroy or significantly obscure evidence of historic construction techniques (joinery, carving, turning, \_\_\_\_\_) that exemplify local, regional, or national applications of historic practices and aesthetics.

**Location:** The proposed work keeps the historic structure(s) on the original site or a site the structure has occupied for more than 50 years.

**Setting:** The proposed work would not significantly alter the physical character of the site that is similar to the historic period of construction and the site's relationship to surrounding features.

**Feeling:** The proposed work would not significantly alter the majority of intact, historic physical features (design, materials, workmanship, setting) that together convey historic character. (Because this relies on perception, it must be combined with other aspects of integrity to support a determination that eligibility would be lost.)

**Association:** The proposed work would not remove historic structure(s) from the place where an associated historic event/activity occurred and affect the ability of the site to convey that history. (Because this relies on perception, it must be combined with other aspects of integrity to support a determination that eligibility would be lost.)

Comments regarding differentiation and reversibility of proposed work: \_\_\_\_\_

**Yes No Director of CDNS**

More than one aspect of integrity is being affected? (If yes, it is a major alteration; if no, minor)

CDNS Director's Signature: [Signature] Date: 10/26/17

**Yes No LPC Chair**

More than one aspect of integrity is being affected? (If yes, it is a major alteration; if no, minor)

Comments: Demolition

LPC Chair's Signature: [Signature] Date: 26 Oct 2017





(For Office Use Only)

Property Address: 2601 S College

Specific building(s) under review: Property / all

**II. Fort Collins Landmark Eligibility**

A property must meet at least one of four criteria for significance to be eligible for Fort Collins landmark designation: association with significant historical events (A), with a significant person (B), for architectural design/significance (C), and/or for potential to yield important archeological data (D). The property must also retain enough exterior integrity to convey its significance. The National Register of Historic Places provides guidance for the criteria, aspects of integrity, and process that federal, state, and local entities use to identify and designate historic resources.<sup>1</sup> **A checkmark signifies significance in that area.**

**HISTORIC SIGNIFICANCE**

**A: Property is associated with events that have made a significant contribution to the broad patterns of our local, state or national history; and/or**  **B: Property is associated with the lives of persons significant in our past.**

Comments: This property is associated both with an event - the growth of the auto industry and the popularity of car ownership (which teens gloried in by driving their cars up & down college) - and with an important local family, the Ghents.

**Relevant Aspects of Exterior Integrity for Standards A and B:**

A basic integrity test for a property associated with an important event (Standard A) or person (Standard B) is whether a historical contemporary would recognize the property as it exists today. Such a property ideally might retain some features of all seven aspects of integrity, but the four aspects in bold are particularly important for a property in this category. **A checkmark signifies the property retains that aspect of integrity.**

**CDNS LPC**

**Location:** The building is on its original site or was moved to the current site more than 50 years ago.  
  **Setting:** The physical character of the property site and its relationship to surrounding features is similar to the historic period \_\_\_\_\_

**Materials:** The property retains most of its historic exterior materials and they are visible (cladding, roof, windows, other: \_\_\_\_\_)

**Design:** Most of the basic features (configuration, proportions, roofline, window pattern, historic addition(s), other: \_\_\_\_\_)

\_\_\_\_\_ ) are intact.  
  **Workmanship:** There is evidence of historic construction techniques, such as joinery, carving, turning, \_\_\_\_\_ that exemplify local, regional, or national applications of historic practices and aesthetics.

**Feeling:** The majority of physical features (design, materials, workmanship, setting) that together convey historic character are intact. (Because this relies on perception, it must be combined with other aspects of integrity to support eligibility.)

**Association:** The property is the place where the historic event or activity occurs and still conveys that relationship to an observer. (Because this relies on perception, it must be combined with other aspects of integrity to support eligibility.)

<sup>1</sup> U.S. Department of the Interior, National Park Service, "How to Apply the National Register Criteria for Evaluation (National Register Bulletin 15, 1990, revised for Internet, 2002); Fort Collins Municipal Code Section 14-5, "Standards for determining the eligibility of sites, structures, objects, and districts for designation as Fort Collins landmarks or landmark districts," (Code 1972, § 69-6; Ord. No. 186, 2002, § 4, 1-7-03; Ord. 057, 2014, § 1, 4-15-14).





(For Office Use Only)

**C: Architectural significance:**

- Property embodies the distinctive characteristics of a type, period, or method of construction
- Property is the work of a master craftsman or architect;
- Property possesses high artistic values or design concepts

Justification: This may be one of the last early car dealerships that hasn't been significantly altered. It embodies the character of the time with even the front roof extension maintaining the character.

Relevant Aspects of Exterior Integrity for Standard C:

A property significant for its architecture must retain those physical features that characterize the type, period, or method of construction the property represents. The aspects in **bold** are particularly important for a property in this category. **A checkmark signifies the property retains that aspect of integrity.**

**CDNS LPC**

- Materials:** The property retains most of its historic exterior materials and they are visible (cladding, roof, windows, other: The original roof material is unknown but metal is not original. Some garage doors have been replaced, but most of the materials on the bldg appear to be original.)
- Design:** Most of the basic features (configuration, proportions, roofline, window pattern, historic addition(s), other: The proportions, configuration, roofline, large windows etc. are intact.) are intact.
- Workmanship:** There is evidence of historic construction techniques, such as joinery, carving, turning, that exemplify local, regional, or national applications of historic practices and aesthetics)
- Location:** The building is on its original site or was moved to the current site more than 50 years ago.
- Setting:** The physical character of the property site and its relationship to surrounding features is similar to the historic period
- Feeling:** The majority of physical features (design, materials, workmanship, setting) that together convey historic character are intact. (Because this relies on perception, it must be combined with other aspects of integrity to support eligibility.)
- Association:** The property is the place where the historic event or activity occurs and still conveys that relationship to an observer. (Because this relies on perception, it must be combined with other aspects of integrity to support eligibility.)

Comments regarding current exterior integrity: The car dealership maintains a great deal of integrity and continues to convey the character and purpose of the building which has been used for the same purpose from the beginning.

**Context:**

The photographs of adjacent parcels submitted with this application indicate the following information about the current contextual area for the property in question:

Negatives from the Coloradoan collection at the archives. Assessor made photos from 1973. Present day photos provided by applicant.



(For Office Use Only)

D: A property that has yielded, or may be likely to yield, information important in prehistory or history.

Comment: \_\_\_\_\_

Relevant Aspects of Exterior Integrity for Standard D:

For properties eligible due to their potential to provide data that addresses important research questions, which includes archeological sites and standing structures studied for their information potential, the aspects below are most relevant. Two of the seven aspects, setting and feeling, typically do not have direct bearing for this standard of eligibility. A checkmark signifies the property retains that aspect of integrity.

**CDNS LPC**

- Location: The prehistoric and historic archeological remains on the property are in their original, relatively undisturbed location.
- Materials: The property contains probable or known prehistoric floral or faunal remains or prehistoric and/or historic cultural material that is important for research study.
- Design: The property contains prehistoric and historic cultural material that may yield important data on design technology.
- Workmanship: The property contains prehistoric and historic cultural material that may yield important data on techniques that exemplify prehistoric or historic practices and aesthetics.
- Association: The material remains on the property are relatively undisturbed and retain their association with other material that yields datable information.
- Setting: The physical character of the property site and its relationship to surrounding features is similar to the prehistoric or historic period
- Feeling: The majority of physical features (design, materials, workmanship, setting) that together convey historic character are intact. (Because this relies on perception, it must be combined with other aspects of integrity to support eligibility.)

**Yes No Director of CDNS**

Property has significance and is eligible for individual Fort Collins landmark designation?

Justification: \_\_\_\_\_

Proposed plans would uphold the property's significance, integrity and eligibility?

Justification: \_\_\_\_\_

CDNS Director's Signature: \_\_\_\_\_

Date: 10/26/17

**Yes No LPC Chair**

Property has significance and is eligible for individual Fort Collins landmark designation?

Justification: A good example of a mid-century car dealership. Possibly

Proposed plans would uphold the property's significance, integrity and eligibility?

Justification: last with good integrity remaining in FC

LPC Chair's Signature: \_\_\_\_\_

Date: 26 Oct 2017



OAHP1403  
Rev. 9/98

COLORADO CULTURAL RESOURCE SURVEY

# Architectural Inventory Form

Official eligibility determination  
(OAHP use only)

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

## I. IDENTIFICATION

1. Resource number: 5LR.14283
2. Temporary resource number:
3. County: Larimer
4. City: Fort Collins
5. Historic building name: Ghents Motors Company
6. Current building name: Spradley-Barr Mazda, Inc.
7. Building address: 2601 South College Avenue, Fort Collins, CO, 80525
8. Owner name and address: DraCol, LLC., P.O. Box 270710, Fort Collins, CO., 80527.

## II. GEOGRAPHIC INFORMATION

9. P.M. 6th Township 7N Range 69W  
NE ¼ of NE ¼ of NE ¼ of NE ¼ of section 26
10. UTM reference  
Zone 1 3 ; 4 9 3 3 4 9 mE 4 4 8 9 0 1 9 mN
11. USGS quad name: Fort Collins 1960 (p.r.1984)  
Year: 1984 Map scale: 7.5' x 15' Attach photo copy of appropriate map section.
12. Lot(s): 1 Block: Ghent FTC; Less 96030371; Less POR to City Per 20150057258.  
Addition: Ghent Annexation Year of Addition: 1966
13. Boundary Description and Justification: From the Larimer County Assessor's Office is the following legal land description for Larimer County Parcel No. 9726114001. The commercial building is on the southwest corner of the intersection of South College Avenue and West Drake Road. The property's northern boundary is West Drake, the eastern boundary is South College Avenue, the western boundary is McClelland Drive and the southern boundary is West Thunderbird Drive. Annexed to the city of Fort Collins as the Ghent Annexation in 1966, the boundary description dates from the mid-1960s.

## III. Architectural Description

14. Building plan (footprint, shape): There are two buildings associated with 5LR.14283. Building A is the main showroom and features an irregular building plan, Building B is a garage and features a rectangular footprint.
15. Dimensions in feet: A: Length 83.5' x Width 104' B: Length: 59.3' x Width 29.3'.
16. Number of stories: Bldgs. A and B: Single.
17. Primary external wall material(s): Bldg. A: Glass and Stone. Bldg., B: Concrete and Stone
18. Roof configuration: Bldg. A: Gable and Flat. Bldg B: Gable.
19. Primary external roof material: Bldgs. A and B: Metal.



Resource Number: 5LR.14283  
Temporary Resource Number:

20. Special features: Two separate buildings both associated with automobile sales and service, Parking lot surrounds both buildings. Large stationary windows. Metal gable roof canopy. Rolling metal garage doors with windows.
21. General architectural description: This is the first recordation of 5LR.14283. According to the Larimer County Assessor, 5LR.14283 was constructed in 1966. **Bldg A, Eastern Elevation:** A gabled metal roof extends from Bldg. A's exterior to form a canopy. The canopy measures 56 feet in length and 30 feet wide. Six metal posts support the metal gable roof. It is unclear when this canopy was added. Beneath the roof are two signs. The first sign, closest to the gable's peak, reads "Mazda." The sign below reads: "Spradley/Barr." Building A's eastern elevation is composed of six large glass metal window framed windows. These windows begin at ground level and extend to the height of the walls. Above the windows, paneling indeterminate materials covers six original windows, and reach to the gable's peak. A decorative stone façade is set to the south of the showroom. This is the north wall of the parts and service section of the building. **Bldg. A Northern elevation:** Five stationary metal frame windows extend from the building's northeast corner to the east. A metal frame commercial door is located within in this glass panel. This door provides the primary entry into the building's showroom. A stone façade extends approximately 20 feet from this entry way. The stone façade extends from ground level to beneath the roofline. The stone façade is interrupted by four stationary metal frame windows similar in design and materials to those near the building's northeast corner. The stone façade continues to the north for approximately another 25 feet. The façade extends from the ground to beneath the roofline. A glass and metal foyer connects the showroom and the parts and service garage of Bldg. A. This foyer is irregularly shaped and is about six feet wide on the northern elevation. The Service Section of the building appears to have been stuccoed. The roof line of the northern roofline features a cornice along the façade's length. The Service Section is in three sections, with the center section tall enough to accommodate trucks. The first section has three backlit signs beneath the cornice. The first "Service Parts," is above a rectangular metal sliding window. This appears to have been the first service bay of nine in the first section. Approximately five feet to the west is the second service bay. The second backlit sign reads "Full Service" and is above fourth and fifth bays. "Express Lube Plus" is above the eighth and ninth service bays. The metal rolling garage doors in this section each have three-over-three stationary windows in the center and all are replacements. The original rolling doors were predominately glass, the panes arranged in three columns and five rows. The bottom row was solid and probably metal. The center section has three truck sized rolling doors. Of the three doors the one farthest east appears to be original with three columns and six rows of glass panels, the seventh row at the ground level is metal. The other two doors are newer and match the ones in the first section. A sign above the two new doors reads "Spradley Barr." Six feet west is a double human door, above which a backlit sign, "Body & Paint." The third section has four rolling garage doors. A backlit sign, "Collision Center," is above the first two doors. The second door is original. The other three rolling doors are newer. All of the rolling doors on this elevation are spaced two feet apart, except the two furthest to the west which are four feet apart. **Bldg. A Western elevation:** There are no fenestrations along the showroom's western elevation. Concrete block is visible from ground level to the gable peak. The wood laminate beams supporting the roof are visible. On the western elevation of the service and parts garage is a solid concrete block wall. Two small prefabricated

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additions were made to the building in the 1990s. They have shed roofs, and human doors on the southern elevations. **Bldg. A Southern elevation:** Beginning at the building's southeast corner and heading to the west are stationary metal framed windows. These windows extend from the ground level to beneath the roofline. A metal framed commercial door is located in the glass panel nearest to the parts and service exterior. This door is the only access to the showroom from the southern elevation. The southern elevation of the parts and service section features a square, rolling garage door near this section's southeastern corner. An eight-foot high chain link fence extends from the exterior wall for approximately eight feet and surrounds a loading dock that is two feet from ground level. Outside of the fence, three steps lead up to a metal human door. Near the south west corner of the parts and service section is a three sided metal framed bay window. A rolling metal door can close off the bay window from the main building. The foyer between the parts and service section and the service bays is about 15 feet wide on this elevation and its flat roof has a three foot eave. A small rounded porch is a couple of inches above ground level. Similar to the northern elevation, the southern elevation features a like number rolling garage doors. The last four in the first section appear to be original, as is the second door in the center section.

**Bldg. B (Used Car Sales):** Bldg., B was originally constructed as the Used Car Sales office. It is located approximately 20 feet north of Bldg. A. Bldg. B features a metal gable roof with exposed wood laminate beams. **Eastern elevation.** The rough stone treatment found on the eastern and northern elevations of Bldg. A covers almost half of the eastern elevation of Bldg. B. Stationary metal framed windows also like Bldg. A. extend from the ground to the gable peak and from the stone covered wall to the northeast corner. In the northeast corner a metal framed stationary glass door enters the front office area. **Northern elevation:** From northeast corner, six, two-foot-wide, metal-framed, stationary windows reach from the floor to the top of the wall. The rest of the wall is the same rough stone as use on the eastern elevation. **Western elevation:** Two metal and glass rolling garage doors cover this elevation. These doors have 15 panels in five rows. The middle three rows are glass and the top and bottom rows are metal. The doors are set about two feet apart. The wall is painted concrete block. The wood laminate beams are exposed under the roof. **Southern elevation:** A metal, human door is located near the southwest corner. There are no other fenestrations along this elevation, and the wall is painted concrete block.

22. Architectural style/building type: Bldgs. A and B: No Style.
23. Landscaping or special setting features: An open asphalt parking lot surrounds 5LR.14283 in four directions. A mature deciduous tree grows near the main showroom's southeast corner. Four small trees grow along the curb parallel South College Avenue.
24. Associated buildings, features, or objects: As of December 2017, there were other commercial buildings within the boundaries of the Ghent Addition. Most notably, the Sherwin-Williams Paint Shop at 2627 South College Avenue. This building was not recorded as part of this survey.

#### IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate: Actual: 1966  
Source of information: Larimer County Office Website, Parcel No. 9726114001.  
<https://www.larimer.org/assessor/search#/property/?fromAddrNum=2601&address=College&city=FORT%20COLLINS&sales=any&accountid=R0133361>. Accessed December 10, 2017.

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26. Architect: Unknown.

Source of information:

27. Builder/Contractor: Unknown.

Source of information:

28. Original owner: Frank Ghent

Source of information: R.L. Polk, 1966 *City of Fort Collins Directory*. Located at Fort Collins Museum of Discovery Archives and City of Fort Collins Building Permit Correspondence, Tom Coffey to Mike DiTullio, June 7, 1972. <http://citydocs.fcgov.com/?cmd=convert&vid=51&docid=12054&dt=OA-OTHER+AGREEMENTS>.

Accessed December 27, 2017.

29. Construction history (include description and dates of major additions, alterations, or demolitions): The Larimer County Assessor's Office gives the date of construction for 5LR.14283 as 1966. For most of the twentieth century, this site was W.A. Drake farm site. The construction of the Ghents car dealership came after the publication of Sanborn Fire Insurance Maps. The Ghent's added a car wash-service station to the site in 1972. The introduction of the car wash required the introduction of sidewalks, curb, and gutters. The canopy was added later, it does not appear in the earliest photos held by the Fort Collins Museum of Discovery. The windows in the gable were likely replaced at the same time as the ceiling was lowered. A permit for alteration for a minor office remodel in 1998 is perhaps when the ceiling was lowered. Plans held at the Fort Collins Permit Office indicate two additions – one measuring 18.5' x 10' and the other measuring 15' x 10' – were constructed along the building's western façade in 2004.

30. Original location  X  Moved      Date of move(s):

#### **V. HISTORICAL ASSOCIATIONS**

31. Original use(s): Commerce-Trade/Specialty

32. Intermediate use(s): Commerce-Trade/Specialty

33. Current use(s): Commerce-Trade/Specialty

34. Site type(s): Automobile Dealership

35. Historical background: Based on photographs held at the Fort Collins Museum of Discovery, W.A. Drake operated a farm at the southwest corner of South College Avenue and West Drake Road as early as 1905. In 1919, Frank Ghent was discharged from the United States Navy. After the war, Ghent, and his wife Vera, lived in Fort Collins, and homesteaded in northwestern Colorado before returning to Fort Collins and working as a real estate agent. In 1940, he opened a car dealership at 205 North College Avenue, and in the 1950s he had a location at 262 East Mountain Avenue. In addition to his business interests, Ghent was a chair of a Fort Collins Civil Defense organization during World War II and served eight years as a Colorado highway commissioner. In 1966, Ghent moved his Ford-Lincoln-Mercury dealership to 2601 South College Avenue. The dealership is contained in the Ghent Annexation. The City of Fort Collins formalized the Ghent Annexation at the time Frank Ghent was getting ready to build his new dealership. As part of the deal the city accepted as approved the county's building permits, and added street lights, curb and gutter on Drake Street. In 1996, the Ghents sold to another established Fort Collins auto dealer, Spradley-Barr. In 2012, DraCol assumed ownership of this property, but kept the Spradley-Barr name of the dealership. As of December 2017, DraCol retains ownership of 5LR.14283.



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36. Sources of information: Cara Neth, "90-year-old Founder of Ghent Motors Dies," *Fort Collins Coloradoan*, (January 7, 1985): A-1, A-10, R.L. Polk, *Fort Collins City Directories, 1966-2006*. Located at Fort Collins Museum of Discovery, History Archives; Sanborn Fire Insurance Maps, 1917-1943; Located on the Denver Public Library-Western History Collection website; Larimer County Assessor's Office Appraisal Card, Parcel No. 9726114001, and City of Fort Collins Building Permit Correspondence, Tom Coffey to Mike DiTullio, June 7, 1972. City of Fort Collins Public Records, <http://citydocs.fcgov.com/?cmd=convert&vid=51&docid=12054&dt=OA-OTHER+AGREEMENTS>. Accessed December 27, 2017.

## VI. SIGNIFICANCE

37. Local landmark designation: Yes  No  Date of designation: \_\_\_\_\_

Designating authority:

38. Applicable National Register Criteria:

A. Associated with events that have made a significant contribution to the broad pattern of our history;

B. Associated with the lives of persons significant in our past;

C. Embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or

D. Has yielded, or may be likely to yield, information important in history or prehistory.

Qualifies under Criteria Considerations A through G (see Manual)

Does not meet any of the above National Register criteria

Applicable City of Fort Collins Local Landmark Criteria:

1. The property is associated with events that have made a significant contribution to the broad patterns of history; or

2. The property is associated with the lives of persons that have made a significant contribution to the broad patterns of history; or,

3. The property embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or that possess high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; or

4. Has yielded, or may be likely to yield, information important in history or prehistory.

Does not meet any of the above Local Landmark criteria

39. Area(s) of significance: None.

40. Period of significance: N/A

41. Level of significance: National  State  Local

42. Statement of significance: This is the first recordation of 5LR.14283. The Ghents/Spradley-Barr dealership has been at this location since 1966. The car dealership is one of many along College Avenue. This was the third location for Ghent during the twentieth century. Because of the predominance of car dealerships as a twentieth century business model nationally, across Colorado and along College Avenue in Fort Collins, 5LR.14283 would not be considered eligible for listing to either the National or State Register under Criterion A. Frank Ghent was a successful

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Fort Collins businessman from the 1940s until his death in 1985. Mr. Ghent was actively involved in the life of his community for most of his 90 years. However, that involvement is not at a level of eligibility for listing to the National or State Register under Criterion B. Based on photographs from the 1970s, the exterior of the 51-year-old car dealership has undergone minimal alterations or additions. The exterior is similar to other car dealerships constructed across the United States during the 1960s. The use of large, open glass windows and stone exterior treatments can still be found on other car dealerships, supermarkets, and professional buildings from the same period. The building retains fair historic physical integrity. Because there is nothing unique about the architectural style, settling, feeling, and association, 5LR.14283 is not eligible for listing to the National or State Register under Criterion C.

Ghent/Spradley-Barr are perhaps the two best known car dealership in Northern Colorado. Mr. Ghent had been in the auto business for a quarter-century before relocating to this address. His children sold the dealership in 1996 after thirty years at 2601 South College Avenue. Because, Mr. Ghent had started and established his business at another location, 5LR.14283 would not qualify under Fort Collins Local Landmark Criteria 1. Mr. Ghent's activities in the development of Larimer County and Fort Collins primarily took place before the move to 2601 South College Avenue in 1966. Because of that lack of association with a period in Mr. Ghent's life where he made his contributions to the county and the city, 5LR.14283 would not qualify as a Fort Collins Local Landmark under Criteria 2. The exterior has undergone alterations over the past five decades. The building does not possess the distinctive characteristics of type, period, or method of construction, or represents the work of a master, or possesses high artistic values. 5LR.14283 would not qualify as a Fort Collins Local Landmark under Criteria 3.

43. Assessment of historic physical integrity related to significance: Research was unable to precisely date alterations to the building A's footprint since original construction. The largest addition is the canopy on the eastern elevation. One out of 16 original service bays has been enclosed and one bay door has been enclosed on the south elevation at the far west end of Building A. Both of the original rolling garage doors on Building B have been replaced. Twenty-seven of the original garage doors have been replaced. As a result only four of the original 34 rolling garage doors remain. The original doors were 80%-85% windows and the new doors are only 40% window. The roof has been replaced with material not used in 1960s which distracts from the overall historic integrity. It should be noted that 5LR.14283 is well kept but only displays a fair level of historic physical integrity. The change of the roof to non-period materials, and the loss of a character defining elements in the loss of the service bay doors greatly detracts from the historic nature of the building.

## VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

44. National Register eligibility field assessment:

Eligible \_\_\_ Not Eligible X Need Data \_\_\_\_\_

45. Is there National Register district potential? Yes \_\_\_ No X

Discuss: The commercial district in the vicinity of the intersection of South College Avenue and West Drake Road contains a number of buildings less than 50 years old. The proposed introduction of a residential/commercial center at the southwest corner of South College and West Drake would lessen the current national district potential.

If there is National Register district potential, is this building: Contributing \_\_\_ Noncontributing X

46. If the building is in existing National Register district, is it: Contributing \_\_\_ Noncontributing \_\_\_\_\_

Resource Number: 5LR.14283

Temporary Resource Number:

**VIII. RECORDING INFORMATION**

47. Photograph numbers: 5LR.14283a through 5LR.14283j.

Negatives filed at: Electronic images held by Autobee & Autobee, LLC, Lakewood, CO.

48. Report title: Letter Report: "Determination of Eligibility for 2602 South College Avenue, Fort Collins, CO."

49. Date(s): December 28, 2017

50. Recorder(s): Robert and Kristen Autobee

51. Organization: Autobee & Autobee, LLC

52. Address: 6900 W. 26<sup>th</sup> Avenue, Lakewood, CO 80214.

53. Phone number(s): 303-906-7829

NOTE: Please include a sketch map, a photocopy of the USGS quad map indicating resource location, and photographs.

History Colorado - Office of Archaeology & Historic Preservation  
1200 Broadway, Denver, CO 80203 (303) 866-3395



Resource Number: 5LR.14283  
Temporary Resource Number:



5LR.14283 – Spradley-Barr Showroom (Bldg. A) Eastern and northern elevations. Looking southwest. December 2017. Image 5LR.14283a.



Photos showing the eastern elevation before the addition of the canopy, the lowering of the showroom ceiling, and covering of the gable windows. Photos taken September 1, 1966 (right) and September 6, 1966 (left). From Coloradoan Collection, Fort Collins Museum of Discovery.

Resource Number: 5LR.14283  
Temporary Resource Number:



Ghents Motors (6/2/1978). Post canopy addition. Photograph located Fort Collins Museum of Discovery. 2601SCol78\_01.



5LR.14283 – Spradley-Barr Showroom (Bldg. A) Eastern and southern elevations. Looking northwest. December 2017. Image 5LR.14283b.



Resource Number: 5LR.14283  
Temporary Resource Number:



5LR.14283 – Spradley-Barr Showroom and Service Bay Section (Bldg. A) Eastern and southern elevations. Looking northwest. December 2017. Image 5LR.14283c.



5LR.14283 – Spradley-Barr Foyer between Parts and Service Section and the Service Bay Section (Bldg. A) Southern elevation. Looking northwest. December 2017. Image 5LR.14283d.



Resource Number: 5LR.14283  
Temporary Resource Number:



Ghents Motors. Photos showing the southern elevation of the Service Bay Section with original rolling garage doors. Photos taken September 1, 1966 From Coloradoan Collection, Fort Collins Museum of Discovery.



5LR.14283 – Spradley-Barr Showroom (Bldg. A) Northern and western elevations. Looking southwest. December 2017. Image 5LR.14283e.

Resource Number: 5LR.14283  
Temporary Resource Number:



5LR.14283 – Spradley-Barr Parts and Service Entry (Foyer) (Bldg. A) Northern elevation. Looking southwest. December 2017. Image 5LR14283f.



5LR.14283 – Spradley-Barr Parts and Service Entry (Foyer) (Bldg. A) Western elevation. Northern elevation of the Service Bay Section. Looking east. December 2017. Image 5LR.14283g.

Resource Number: 5LR.14283  
Temporary Resource Number:



5LR.14283 – Spradley-Barr - Showroom (Bldg. A). Northern and eastern elevations. Looking southwest. December 2017. Image 5LR.14283h.



5LR.14283 – Spradley-Barr – Used Car Sales. (Bldg. B) Western and southern elevations. Looking southwest. December 2017. Image 5LR.14283i.



Resource Number: 5LR.14283  
Temporary Resource Number:



5LR.14283 – Spradley-Barr – Used Car Sales (Bldg. B) Eastern and southern elevations. Looking northeast. December 2017. Image 5LR.14283j.



5LR.14283 – Spradley-Barr – Used Car Sales (Bldg. B) Northern elevation. Looking southeast. December 2017. Image 5LR.14283k.

Resource Number: 5LR.14283  
Temporary Resource Number:

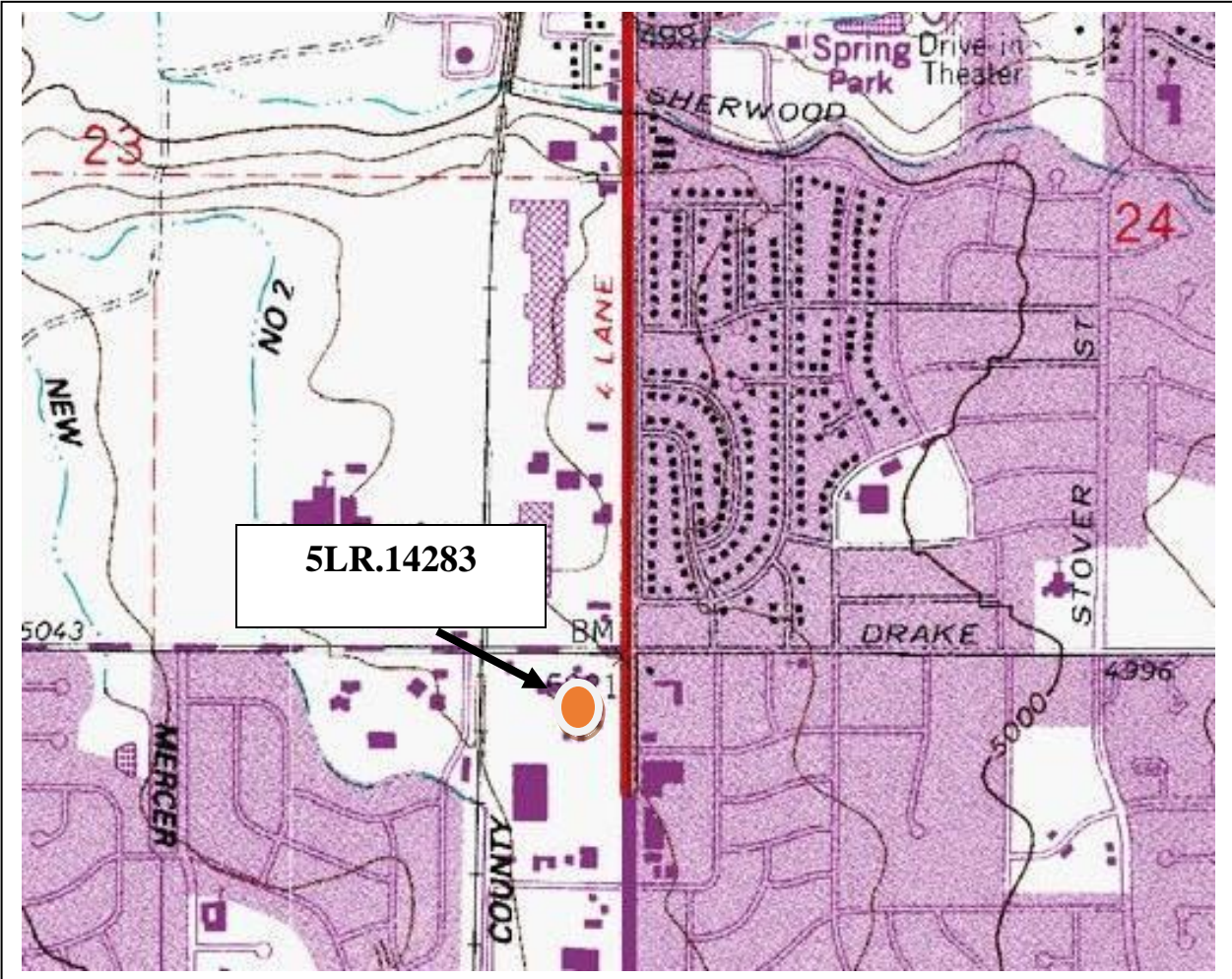


Ghents Motors (6/2/1978) Photograph located Fort Collins Museum of Discovery. 2601SCol78\_02.



Ghents Motors (6/2/1978) Northern elevation of Service Bay Section. Photograph located Fort Collins Museum of Discovery. 2601SCol78\_03.

Resource Number: 5LR.14283  
Temporary Resource Number:



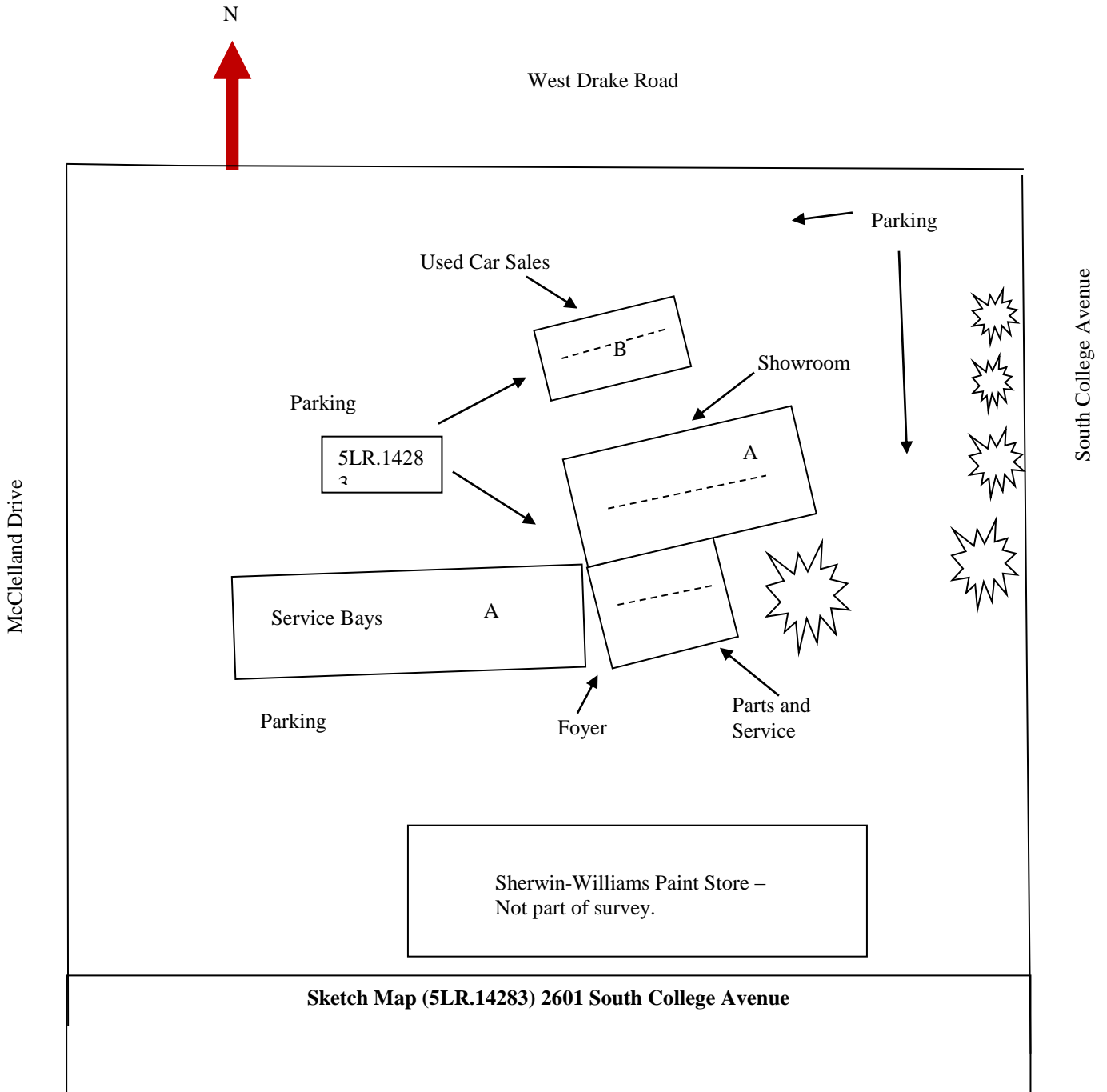
2601 South College Avenue (5LR.14283)  
6<sup>th</sup> P.M., Township 7N, Range 69W

NE ¼ of NE ¼ of NE ¼ of NE ¼ of section 26

UTM reference Zone 13 4 9 3 3 4 9 mE 4 4 8 9 0 1 9 mN

Fort Collins 1960 (p.r., 1984), 7.5' USGS topo map Larimer County





LANDMARK PRESERVATION COMMISSION

CITY OF FORT COLLINS

Held FEBRUARY 21, 2018

City Council Chambers

300 North Laporte Avenue

Fort Collins, Colorado

In the Matter of:

2601 South College Determination of Eligibility Appeal

Meeting Time: 5:30 PM, February 21, 2018

Commission Members Present:

Alexandra Wallace, Acting Chair

Michael Bello

Katie Dorn

Kristin Gensmer

Kevin Murray

Mollie Simpson

Staff Members Present:

Karen McWilliams

Cassandra Bumgarner

Brad Yatabe

Gretchen Schiager

\*\*Secretary's Note: Chair Meg Dunn and Vice Chair Per Hogestad recused themselves from the discussion of this item due to conflicts of interest.

1 CHAIR ALEXANDRA WALLACE: Just as a note, both Meg and Per are still going to be  
2 recusing themselves from this portion of the agenda. So, this is the...for discussion item number 3; this is  
3 the item to consider the appeal of the Determination of Eligibility for Fort Collins Local Landmark  
4 Designation at 2601 South College Avenue, which was considered eligible for its association with the  
5 growth of the automobile industry and with the Ghent family, and for its distinctive, mid-century  
6 automobile dealership characteristics. Does staff have any new information received since the work  
7 session?

8 MS. CASSANDRA BUMGARNER: Thank you Ms. Wallace. Yes, we did have some requests  
9 for additional information following the work session. The first one, what will happen with the W.A.  
10 Drake steps on the property? Staff has let the applicant know about this request and Bill Wells with  
11 Brinkman Partners has confirmed that the plan is to save or reuse the steps in any redevelopment...and  
12 they are prepared to discuss the steps at this meeting. We also had a question about the current context of  
13 the area, which I will review during my staff presentation.

14 We received an email asking about the energy efficiency of 2601 South College building as it  
15 stands. Staff forwarded this request to the applicant but also notes that this question is not applicable to  
16 the Code requirements for determining the eligibility for designation of a property. Additionally, staff  
17 does not have this information readily available to address it.

18 And then, finally, there was Bud Frick's email with historic photos of automobile dealerships  
19 which was attached to the staff report. He sent this email on February 15<sup>th</sup> of 2018 to the Landmark  
20 Preservation Commission and staff regarding automobile dealerships from this era. Staff has forwarded  
21 this email to the applicant, included the email as an attachment, and pulled the photographs from each  
22 link into the attachment.

23 CHAIR WALLACE: Great, thank you, Cassie. Does any member of the LPC have any  
24 disclosures regarding this item?

25 MS. KRISTIN GENSMER: I was not present at the work session while this was being discussed;  
26 however, I have reviewed the audio recording of the discussion and...I suppose of the question period, I  
27 should say, and I am prepared to participate.

28 MS. MOLLIE SIMPSON: I was also not here during the work session and did listen to the audio  
29 tape and are [*sic*] prepared as well.

30 CHAIR WALLACE: Great, thank you Kristi and Mollie. Okay, so quickly to note, the LPC's  
31 responsibilities tonight...we are not going to be considering the other two properties that were listed in  
32 the background of the section for the item...2627 South College Avenue and 132 West Thunderbird  
33 Road, because they were under 50 years of age. We are not going to be considering the economic impact  
34 and feasibility of retaining the property as being individually eligible. The LPC is also determining  
35 whether it will uphold the previous decision by the Director of Community Development and  
36 Neighborhood Services and the LPC Chair, or to overturn it...to uphold or to overturn that decision. And  
37 the Commission is also looking at the eligibility of the property at 2602 South College based on the  
38 standards that are in accordance with Section 14-5 of the Municipal Code. And, finally, this Commission  
39 is not designating the property as a landmark.

40 Okay, so does staff have a report?



1 MS. BUMGARNER: Yes. Alright, thank you Ms. Wallace, and good evening. My name is  
2 Cassandra Bumgarner; I'm an Historic Preservation Planner and I'm presenting the staff report on 2601  
3 South College Avenue...the appeal of the landmark designation eligibility.

4 On October 20<sup>th</sup>, 2017, Historic Preservation staff received an application for historic review for  
5 three properties associated with a potential development proposal at the southwest corner of College  
6 Avenue and Drake Road. As Ms. Wallace briefly stated, we did not review 2627 South College Avenue  
7 or 132 West Thunderbird Road. Neither of those buildings were over 50 years of age, so the historic  
8 review was not required for either of those properties. Land Use Code Section 3.4.7(C), Determination of  
9 Landmark Eligibility, provides the process for identifying historic resources on and adjacent to  
10 development sites, and requires that the decisions be made in accordance with the applicable provisions in  
11 Chapter 14 of the Municipal Code.

12 On October 26<sup>th</sup>, 2017, the Director of the Community Development and Neighborhood Services  
13 and the Chair of the Landmark Preservation Commission reviewed the 2601 South College Avenue  
14 property based on the provisions in Chapter 14 Section 72, and found that the proposed demolition of the  
15 primary structures on the property constructed circa 1966 would constitute a major alteration because it  
16 would negatively impact all seven aspects of exterior physical integrity. They also at that point  
17 determined that the property was individually eligible as a Fort Collins Landmark based on significance  
18 under standard A, B, and C.

19 On November 7<sup>th</sup>, 2017, Bill Wells, on behalf of the current owners, submitted a written appeal of  
20 the decision that the property is individually eligible in accordance with the appeal procedure outlined in  
21 Sections 14-6(B) and 14-72(E). The appellant has met all of the requirements outlined in the Code  
22 regarding the appeal process, including submittal of a Colorado cultural resource survey architectural  
23 inventory form, which was prepared by an independent consultant in historic preservation.

24 The 2601 South College Avenue site is on a commercial block at the southwest corner of two  
25 arterials: Drake Road and College Avenue. On the southeast corner of the Drake and College intersection  
26 is more commercial development with residential further east. On the northeast corner, there is some  
27 commercial development with residential toward the north and the east. Some of the residential buildings  
28 in this area have commercial occupants. On the northwest corner of the intersection is a commercial  
29 block with an active development review application, PDP 160043, also known as King Soopers number  
30 146, Midtown Gardens Marketplace. The application includes a proposed supermarket within the existing  
31 Kmart building, and a new 7,200 square foot retail building that would replace an existing vacant building  
32 on the northeast corner of the site. The project had a neighborhood meeting on November 2<sup>nd</sup>, 2016. The  
33 round one staff review was held on January 18<sup>th</sup> of 2017...an additional review is ongoing.

34 So, the next few slides are current photographs of the property. There are three buildings on the  
35 property, and this is showing you the showroom...and here are some more views of the showroom. Then,  
36 on this slide and the following, you start to see more of the service repair garage and garage bays. And  
37 then this is an additional building on the property which has been labeled as the outbuilding. And the  
38 proposed work is for full demolition of those buildings.

39 So, Section 14-5 of the Municipal Code: Standards for Determining the Eligibility of Site  
40 Structures, Objects, and Districts for Designation as Fort Collins Landmarks or Landmark Districts,  
41 provides the framework for making the determination of eligibility. Eligibility is based on significance  
42 and exterior integrity. The Landmark Preservation Commission must consider context as well.

1           The Code explains that significance is the importance of the site to the history, architecture,  
2 archeology, engineering, or culture of our community, state, or nation. The property must meet at least  
3 one of the four standards of recognized significance. I'll now be reviewing the four standards of  
4 significance; the first is events, and a property can be associated with either or both of two types of  
5 events: one is a specific event marking an important moment in Fort Collins pre-history or history, or two,  
6 a pattern of events or an historic trend that made a recognizable contribution to the development of the  
7 community, state, or nation. The second standard of significance is persons or groups. The property  
8 could be determined significant if associated with the lives of people...persons or groups recognizable in  
9 the history of the community whose specific contributions can be identified. The third standard of  
10 significance is design or construction. Properties may be determined to be significant if they embody the  
11 identifiable characteristics of a type, period, or method of construction, represent the work of a craftsman  
12 or architect whose work is distinguishable from others by its characteristic, style, and quality, possess  
13 high artistic values or design concepts, or are part of a recognizable and distinguishable group of  
14 properties. Then the fourth standard of significance is information potential. Properties may be  
15 determined to be significant if they have yielded, or may be likely to yield, important information in pre-  
16 history or history.

17           So, just to review, there are four types of significance, and a property must meet the criteria for  
18 one or more if it is eligible for designation. The four types, again, are events, groups and people, design  
19 construction, or information potential.

20           So, in addition to significance, a property must retain exterior integrity. All seven qualities do not  
21 need to be present for a site to be eligible, as long as the overall sense of pastime and place is evident.  
22 The first two standards for determining exterior integrity are location...and that's, is this the place where  
23 the historic property was constructed, or a place where an historic event occurred, and design...does the  
24 property still have the combination of events that create the form, plan space, structure, and style of the  
25 property. Next, we have setting, which is the physical environment of the historic property. Whereas  
26 location refers to a specific place where the property was built or an event occurred, setting refers to the  
27 character of the place...it involves, how, not just where, the property is situated, and its relationship to  
28 surrounding features and open space. Then, we also have materials as an aspect of integrity.  
29 Workmanship is the physical evidence of the crafts or a particular culture or people during any given  
30 period in history. And feeling is the sixth aspect of integrity, which is a property's expression of the  
31 aesthetic or historic sense of a particular period or time; it results from the presence of physical features  
32 that, taken together, convey the property's historic character. And then, finally, the last aspect of integrity  
33 is association. Association is a direct link between an important historic event or person and an historic  
34 property. A property retains association if its place where the event or activity occurred and is  
35 sufficiently intact to convey that relationship to an observer. Like feeling, association requires the  
36 presence of physical features that convey a property's historic character.

37           And then, like I did with significance, this is a review of the seven aspects of integrity, which are  
38 location, design, setting, materials, workmanship, feeling, and association. All seven qualities do not  
39 need to be present, but it must convey an overall sense of history and place.

40           The Code also requires the LPC to consider context. Context is the area required for evaluating a  
41 resource's...context is dependent on the type and location of the resource. For example, a house located  
42 in the middle of a residential block would be evaluated in the context of the buildings on both sides of the  
43 block, while a house located on the corner may require a different contextual area.

1 The framework for processing eligibility is established in the National Parks Service Bulletin 15,  
2 How to Apply the National Register Criteria for Evaluation. For standards A, events, and B, people, the  
3 aspects of integrity of location, setting, materials, and design are particularly important. For standard C,  
4 design and construction, materials, design, and workmanship are particularly important. Based on the  
5 appeal process outlined in the Code, the Commission must determine whether 2601 South College  
6 Avenue is individually eligible. If the property is individually eligible, the Commission should identify  
7 which buildings contribute to that eligibility or do not contribute. This is a new determination of  
8 eligibility based on provided evidence from the initial review and the new evidence in the form of the  
9 Colorado Cultural Resource Survey Architectural Inventory Form, prepared by an independent expert in  
10 historic preservation, and the Commission should use the above criteria from Section 14-5 to make that  
11 determination. All final decisions of the Commission are subject to the right of the appeal to the City  
12 Council. And this concludes my presentation; I'm happy to pull up any of these slides during your  
13 discussion. Thank you.

14 CHAIR WALLACE: Thank you, Cassie. Do any members of the LPC have any questions for  
15 staff? Okay, seeing none, does the appellant have a presentation to the Commission? And I ask that you  
16 state your name and sign in please.

17 MR. TODD PARKER: My name is Todd Parker; I'm with Brinkman, representing the  
18 ownership.

19 Thank you, Commission, for hearing our appeal on this, for 2601...as I said, I represent the  
20 ownership, the Spradley-Barr family, as well as Brinkman...we are a partner, general partner, in the  
21 redevelopment, hopefully, of this parcel. In direct response, I wanted to address a few things that were  
22 brought up in the presentation, or the additional materials to the presentation. The W.A. Drake carriage  
23 steps...those steps actually are an integral part of this project. In fact, the history of the parcel is an  
24 integral part of the project. We have branded this redevelopment as the Drake at Midtown, and that is a  
25 direct correlation to the W.A. Drake farm that existed there prior to the automobile dealership. The  
26 carriage steps themselves, actually, are going to be a part of the redevelopment. And, I don't know  
27 if...can staff bring up the proposed development? That slide...if that's doable? Yes, that one right there  
28 would be awesome.

29 So, this is...there's been a progression on this design, but this is not dissimilar from what we're  
30 proposing. The redevelopment of this block is really taking cues from the Midtown Plan as well as the  
31 City Plan to focus a catalyst project in the Midtown area. And, with those two plans, one of the focuses  
32 of the redevelopment is to bifurcate large block areas. You'll see a large...or, a long north-south drive,  
33 and we've actually made that more of a winding drive, and it's going to have about a 30 to 50 foot buffer  
34 on either side of it for gathering areas, parks, green areas...and the carriage steps are going to be integral  
35 into those areas. How that is to be integrated, I'm not a hundred percent sure yet; design hasn't  
36 progressed to that point. But we're going to take the carriage stones...carriage steps, and make it part of  
37 that arcade area.

38 I also wanted to address...I know it's not part of the determination, but, Mr. Bello had a question  
39 on the efficiency of those buildings. Talking with Bill Barr today, the inefficiency of that building is  
40 reflected in a lot of what...the energy that is going out that main window...it just has a reflection. This  
41 last month, Spradley-Barr paid \$8,000 in gas and electrical bills for heating, as compared to their Ford  
42 dealership on South College, they only paid about \$2,000, \$2,200 for that same gas and electrical bill for  
43 about twice the size; the Ford dealership is about twice the size of this one, so it really is a financial



1 burden on...the current architecture is as well. I know it's not a part of the determination, but to address  
2 that question.

3 And then, the last part is in response to the photographs that Mr. Frick provided to staff and was  
4 copied to us as well this last week. I was looking at...in reflection of the architecture being indicative of  
5 something that can be defined as mid-century modern. The photographs that were provided are similar to  
6 what is currently on the site; however, I would also present that if you look for those properties today, I  
7 could only find one that is in existence as an existing...as it was existing...as it was previously built out.  
8 So, that architecture...to say that that architecture style is unique for this time period, I think is arguably  
9 erroneous, and I actually have provided...or, have...can provide the Commission those same  
10 photographs. I did some research and did a print out of those, and I have it on a flash drive too, if that's  
11 admissible to the Commission.

12 And then, as staff also noted, there was a third party...as part of the appeal process...the third-  
13 party investigation. And, with me, I have Kris Autobee, and she was going to address the Commission as  
14 well, if that's okay?

15 MS. KRISTEN AUTOBEE: My name is Kris Autobee...what else to I need to tell you as my  
16 introduction?

17 CHAIR WALLACE: Just sign in please, thank you. If you could...if you could actually state for  
18 the record who you are with.

19 MS. AUTOBEE: Okay, my name is Kristen Autobee and I'm with Autobee and Autobee, and I'm  
20 really here to answer any questions you might have about our report, our findings. We don't often end up  
21 on the side that says 'not historic,' so it's kind of a new place for us.

22 CHAIR WALLACE: Well, at this time, we're just taking in to consideration if you have any  
23 presentation or anything you would like to share with us and make known.

24 MS. AUTOBEE: Again, about the architecture, I guess I would encourage you to keep in mind  
25 the car dealership, auto dealership, auto showroom, is not a recognized form of architecture under the  
26 state of Colorado in the Colorado lexicon that we're in. In the OAHF Field Guide to Architecture, this  
27 falls under specialty...under specialty shop, or specialty commercial. So, it really needs to be part of a  
28 broader look at architecture and not simply at auto dealerships in Fort Collins, because other types of  
29 showrooms such as furniture, or hardware, or motorcycles, or other things are sold out of those same  
30 styles of buildings, or types of buildings. So, there isn't actually a style called 'auto dealerships.' So,  
31 you're really needing to consider that as part of this.

32 I also would like to encourage you to think in terms about the amount of change that has  
33 happened to character-defining features of this structure. The façades that seem to be of the most interest  
34 are on the east side and on the north side of the building of the main showroom. That really only  
35 represents about 30% of the building. Another almost 30% has been changed, and what I would consider  
36 to be character-defining elements, which are the rolling doors along the service bays. There's been a  
37 tremendous loss of glass...that building has a very different look from the original photographs, with very  
38 light, airy, open...it has a very different feeling with the modern doors in it, and I would ask you to  
39 consider that and those changes to that physical integrity, the historic integrity, as part of that.

40 Again, I'll answer any questions about the report.

1 CHAIR WALLACE: Thank you. Do any Commission members have any questions of the  
2 appellant?

3 MR. MICHAEL BELLO: Yeah, Mr. Parker, can I ask you? So, what's the ability to be able to  
4 sever the garages from that showroom section? Is that possible? And keep the integrity of the  
5 showroom?

6 MR. PARKER: The...not being a structural engineer, I can't truly answer that Mr. Bello;  
7 however, I will say that in one of our initial design concepts with the ownership group, we did look at  
8 severing the auto body and...well, the auto body shop; there's like 15 bays there or something like that.  
9 We looked at severing that, taking that out, because it ran where that north-south drive was at, and leaving  
10 the main building. But, we couldn't make that work, and because of the way it was inefficient energy-  
11 wise, the ownership decided they didn't want to pursue that, so we didn't look at it any further.

12 MR. BELLO: Thank you.

13 MR. PARKER: Yep.

14 CHAIR WALLACE: Kevin?

15 MR. KEVIN MURRAY: So, Ms. Autobee...is that right?

16 MS. AUTOBEE: Autobee.

17 MR. MURRY: Autobee. Are the three things that, if I read your survey correctly, the three things  
18 that you guys felt were detrimental were the front overhang, the roofing type, and then the garage doors.  
19 Is that correct?

20 MS. AUTOBEE: Yes.

21 MR. MURRAY: Okay.

22 MS. AUTOBEE: We felt those were the character-defining elements of this building. That,  
23 without those pieces, you have a significantly different look and feeling to that structure.

24 MR. MURRAY: Thanks.

25 CHAIR WALLACE: Any other questions?

26 MR. BRAD YATABE: Madam Chair, Mr. Parker did offer some photos, I believe, in association  
27 with Mr. Frick's...the photos that he had provided. I didn't know if the LPC was interested in viewing  
28 those, or wanted to do anything with that information.

29 CHAIR WALLACE: Yes, I think we would be interested in seeing those.

30 MR. PARKER: I can do one of two things; I have them on a flash drive, or I printed them out.  
31 What would you prefer?

32 CHAIR WALLACE: Probably if we can do flash drive...you can access those.

33 MR. PARKER: So...these are a demonstration of a before and after for...I think there's...I didn't  
34 count, but maybe a dozen, short of a dozen, examples that were provided in the email chain. And, what  
35 I've done is taken the examples where I could see a name and determine a location, and then...like I said,  
36 did a before and after. And you can see in each one of these, the...okay, thank you. So, you can see the

1 before here being...zoom in, even, probably not. You can kind of see the similar sort of architecture  
2 that's referenced...the low-slope roof, the big panes of glass off of pretty much the whole gabled end of  
3 the building. And then you can see what it is today...this is an example in Clean, if I mispronounce it I  
4 apologize...Texas. Second...I'll go through these somewhat fast. The second one is Herb-Gould Ford  
5 dealership, and see how its changed over the years; that's in California. The one in New York, not a  
6 dissimilar look; it's actually turned into an ice cream shop. This one is the Gillboy Mercury, if I'm  
7 reading it right, and that's in Pennsylvania, and it's now the modern version of the Ford. This one's an  
8 interesting one; it's actually in a suburb of Detroit, Royal Oak. You can see the Royal Oak Pontiac  
9 dealership up top. The middle photograph is what it was on Google, so they've scraped it and they are  
10 doing something with it. And then right across the street, the interesting part is, you can see the old...I  
11 don't know if they're designated, but historic buildings across the street. So...the end points of that  
12 architecture as well.

13 And this is the one building that I could find an example where they maintained the old building.  
14 You can see the low, sloped roof. Up here, you can even see the pre-engineered metal building in the  
15 background. Same thing...a little hard because it's off the street a ways. You can see the same low  
16 slope, and then the metal building in the background; and you can even see this telephone pole is still in  
17 the back here...and all the wires that make it look all pretty. But this is the only one that I could even find  
18 that was the same building, and that's in Ohio.

19 And, like I noted there, a few of these are back east, which, you know, arguably, has a very strong  
20 passion or sense of what is and is not historic. And then to have one of the dealerships in Detroit,  
21 Michigan, and they scraped that one as well...I think might say something to that same argument. Does  
22 that provide context?

23 CHAIR WALLACE: Thank you.

24 MR. PARKER: You bet.

25 CHAIR WALLACE: Any other questions that the commission has?

26 MR. BELLO: Yeah, so I guess I'm trying to understand...Mr. Parker, what your argument is  
27 here? That the fact that these have been scraped...isn't that kind of supporting the fact that this is the last  
28 of the type of architecture that we should then preserve?

29 MR. PARKER: Sure...I'm not an historian, but speaking with Kris, and maybe she can get to it  
30 better, but the mid-century modern period really predates even the construction of this building, which  
31 was 1966, and you can find different documentation, but it actually goes up until like the mid-1960's.  
32 Not to say that it can't still be built to that style, but to say that it's unique to that period is not the case.  
33 So, the argument is, is that other jurisdictions did not see anything unique in that architectural style.

34 MR. BELLO: Gotcha. Okay, thanks.

35 MS. AUTOBEE: I would add to that in saying that Fort Collins...again, if we look at this...can  
36 you put up a picture of the current building? Thank you. Again, if we're looking at this as being a non-  
37 style, a non-form, a non-ground print, and that leaves us with construction type and construction  
38 materials. Fort Collins retains several structures that are of this same construction method and  
39 construction materials. For example, the Safeway that is on College...is that still standing? It was last  
40 time...the marina style with the nice curved roof? Again, that's large, metal frame, plate windows with  
41 the stone façade. Front Range Power Sports, a smaller example, but again, it would appear to be concrete  
42 block with the stone façade and the large windows. So, this is not as unique as it might sound. It might



1 be the only one that's currently in use as an auto dealership, but these elements are in other buildings in  
2 Fort Collins. So, again, it's not the only one, so to speak, because it isn't of an official style. So, in  
3 looking at it in terms of construction method and construction materials, Fort Collins has other examples  
4 of this.

5 MS. KATIE DORN: I have a question for Mrs. Autobee. In your research, I'm just curious, those  
6 two earlier locations for the auto dealerships...are those still existing?

7 MS. AUTOBEE: I didn't go so far as to look to see if the building was still there or if it had  
8 been...if there was some re-façading or any other changes. I did not look at that. I think that it's  
9 incorrect to call this an early auto dealership. Fort Collins has auto dealerships as early as 1909; that  
10 would be the auto dealership to preserve, and to really say, this is what kicks it off. By the time this  
11 building is built, a lot of the city planning is in place for the automobile. This is 50 years after the advent  
12 of the car in Fort Collins. So, I don't feel that it's a really strong argument to say that this somehow  
13 continues to influence that. We're kind of stuck with the car. This might be the middle period of car  
14 ownership if the young trendies have their way and we have a lot more public transportation, maybe the  
15 car goes away. Maybe that increases the importance of this, but that's in the future. So, no, we didn't  
16 look into those other structures. I would also argue that Frank Ghent, in terms of his importance, also  
17 predates this building, and for exactly that reason: he has two other locations prior to this.

18 MS. DORN: Did you look at the entire Ghent family, including his son that he started the  
19 dealership with, or just Frank?

20 MS. AUTOBEE: We just looked at Frank, and the reason for that is, I believe that his son's home  
21 is already recognized. Is that correct? Am I right about that? That one of the sons' homes is recognized?

22 MS. KAREN MCWILLIAMS: I'm sorry; I couldn't answer that question; I'm not aware that  
23 we've recognized a home for the son, so...I don't know.

24 MS. AUTOBEE: Okay. So, no, we looked specifically at Frank Ghent, and one of the reasons we  
25 looked really, specifically at him, is that his importance to the city of Fort Collins seems to predate even  
26 his...it comes from other things other than selling cars. He's a naval vet from the first World War, he  
27 tries to homestead after that, comes back to town, starts another dealership, by that time, the second  
28 World War is getting underway, he's a member of the Civil Defense, he goes on to be a Highway  
29 Commissioner for a brief period of time. So, it doesn't...I don't know that this building represents Frank  
30 Ghent in such a way that you can't separate the two and still tell a good story.

31 I look at historic preservation this way: these are the buildings that we feel so strongly about that  
32 we take them with us into the future, because the future can't understand our current story without them.  
33 And so that's part of how we looked at the story of Frank Ghent, the story of the construction  
34 methods...is, did that weigh so heavily. And that's perhaps a little bit beyond what the City of Fort  
35 Collins standards are, but in theory, that's historic preservation.

36 MR. MURRAY: Ms. Autobee, I heard you say earlier, and I want to just make sure...confirm this  
37 for me. You said that it's probably not as significant as an earlier, like 1909 auto, but you said it would  
38 probably be significant as a mid-automobile era?

39 MS. AUTOBEE: If the automobile goes away in 50 years, yes. But that's a hard thing to base a  
40 judgement on today, does this tell the story of auto dealerships to the extent that we have to have this one  
41 or the set is incomplete, the story is incomplete.

1 MR. MURRAY: And then one other question, on the lexicon that you brought up.

2 MS. AUTOBEE: Yes.

3 MR. MURRAY: Wouldn't you think the style would be mid-century modern with the type of  
4 commercial?

5 MS. AUTOBEE: No.

6 MR. MURRAY: No? Why is that?

7 MS. AUTOBEE: There's...that phrase is not actually in the lexicon. And right now, the state  
8 historic fund, the lexicon there, kind of catching up with mid-century modern because it's suddenly  
9 becoming important. So, really looking at it from what is in the lexicon to date, and what is in the field  
10 guides at this point in time, it becomes a commercial building, it becomes a specialty store in terms of its  
11 use. But, we really can't call it mid-century I don't think. It's built in the mid-century, but that's a time  
12 period, not a style.

13 CHAIR WALLACE: I'm curious, did you happen o consider the context of College as a main  
14 thoroughfare connecting...as part of 287, potentially connecting to the Lincoln corridor...did you  
15 consider that as a context.

16 MS. AUTOBEE: That's an interesting thing to consider on this, and perhaps that's why the stone  
17 is only on the north and the east side when that structure is built. I don't believe that there's a lot of  
18 development to what is the southeast of that. And in fact, the other two buildings on this parcel are not  
19 being considered because they weren't built yet. So, that's open space. In some ways, that building has  
20 lost its context for how you would view it coming from Fort Collins. When the structure is built, its only  
21 as the permits are being pulled that the City of Fort Collins annexes that property. So, again, that was  
22 outside of town at the point at which the Ghent family is pulling permits. And, contextually then, that  
23 must mean that there's not a lot beyond that. But, of course that's outside the scope of our work.

24 MS. MOLLIE SIMPSON: I'm sorry, you just said that the...can you repeat what you said about  
25 not being able to understand the building because everything was developed around it. I'm...what did  
26 you say about that again?

27 MS. AUTOBEE: I think our understanding of the building historically...in 1967, if you went to  
28 build...or to buy a car here, you're probably approaching it from the northeast. That's why those walls,  
29 those façades, are the most decorative.

30 MS. SIMPSON: And did you take the building orientation on the site into consideration with  
31 that?

32 MS. AUTOBEE: That absolutely takes it into consideration. Again, people aren't necessarily  
33 coming...he's not advertising...the point of commercial architecture is to advertise your business. And  
34 so, he's advertising his business and how clean and how sleek his architecture is, that it is modern at that  
35 moment in time. He's trying to give his customers a feeling of security. They're coming to this nice,  
36 new, modern place. I don't know that that's how we read that building today, but in 1967 we would have.  
37 And, we would have been coming, then, probably, from the north and the east. And, again, that's why  
38 those two façades have the stone work on them; that's why those façades, and why the building is slightly  
39 turned in that direction.

1 MS. SIMPSON: If you're standing on the north and east corner, how is that changed? I'm just  
2 not understanding that.

3 MS. AUTOBEE: I wouldn't say that...the orientation of the building has not changed, that's true.  
4 But, I'm not sure that we read that building with the same eye toward the decorative as what we would  
5 have in 1967.

6 MS. SIMPSON: Wouldn't you say the decorative part is what's inside the windows, though, and  
7 that's why he has the larger windows in order to sell what's inside?

8 MS. AUTOBEE: When I say decorative, I'm referring to the stone work that's been applied to the  
9 exterior. That's the decorative feature of that building.

10 MS. SIMPSON: Okay, I see.

11 MS. AUTOBEE: But, again, that only covers about 30% of the structure.

12 MS. SIMPSON: Which is still visible from the northeast corner?

13 MS. AUTOBEE: It's still visible, yes.

14 MS. SIMPSON: So, it hasn't changed?

15 MS. AUTOBEE: No, but what is beyond that building has. There are new...there are other  
16 buildings now within the sight line, so that has changed...that context of the neighborhood has changed.  
17 And those are not being considered on this review because they are less than 50 years old.

18 CHAIR WALLACE: And, I reviewed your report, but I just wanted to clarify that the front  
19 addition was circa '72 to '78, is that correct? When that was extended?

20 MS. AUTOBEE: Yeah.

21 CHAIR WALLACE: Okay. Yes, Kevin?

22 MR. MURRAY: Actually...I actually have to have you change to a different page and all that,  
23 but the Coloradoan picture shows that it was installed about a month after it was built in 1966, October  
24 1<sup>st</sup>.

25 MS. AUTOBEE: Do you know...may I ask you a question?

26 MR. MURRAY: Sure.

27 MS. AUTOBEE: Do you have an idea of why that was added on?

28 MR. MURRAY: I have no...no...I'm old, but I'm not that...well, I'm that old I guess. But, just  
29 in the picture, it's...let me see...I was going to save that for discussion, but...page 135 shows the  
30 Coloradoan photos. And...of October 1<sup>st</sup>, 1966, and it's installed in those pictures.

31 MS. DORN: And, Cassie, what is the date on those...'66?

32 MS. BUMGARNER: So the date is October 1<sup>st</sup> of 1966.

33 MS. AUTOBEE: I think it's interesting that they would need to make a modification so quickly.

34 MR. MURRAY: Maybe it was a hot summer, I don't know. But, I think the page before is  
35 September, and it shows it without it.



1 MS. AUTOBEE: Yes.

2 MR. MURRAY: So, it was added...

3 MS. AUTOBEE: I read that as being there was some...forgive me for using the word, but some  
4 failure in the use of that building, if it is the sun. And then of course those windows are going to create a  
5 tremendous amount of heat on the inside, that they have to make an immediate modification.

6 CHAIR WALLACE: True, but that is something to consider, that the alterations would also be  
7 historic at this point, and not dating to the 1970's.

8 MS. AUTOBEE: Accepted.

9 CHAIR WALLACE: Okay. Any other questions from the Commission?

10 MS. DORN: Sure...do you know of any other existing buildings that are associated with Frank  
11 Ghent in Fort Collins?

12 MS. AUTOBEE: I did not look specifically for that.

13 MS. DORN: Okay, thank you.

14 CHAIR WALLACE: Okay.

15 MS. SIMPSON: You state in your report that Frank Ghent...the majority of the work that he did  
16 for the town of Fort Collins was predated...this building. Do you have years on any of that stuff by  
17 chance?

18 MS. AUTOBEE: The area of the report where we talk about that history is on...

19 MS. SIMPSON: I apologize; I did not see that, so if I missed that, I'm sorry.

20 MS. AUTOBEE: On page four of the report is where we talk about his World War I service. His  
21 first car dealership is opened in 1940, so he's been in business 26 years when he builds this structure. So,  
22 this is...again, it's not his first, it's not the first car dealership, it's not the beginning of something, it's  
23 very much in the moment I would say. That's not a good historic way to explain what I'm thinking; I  
24 apologize for that.

25 MS. GENSMER: To follow-up on that question, going to page four on the report when you  
26 discuss when...or that he was a Colorado Highway Commissioner. When was that? Was that during  
27 World War II while he was also part of the Civil Defense Organization?

28 MS. AUTOBEE: I believe that is the case.

29 MS. GENSMER: Thank you.

30 MS. SIMPSON: One of the other documents we have also states that he served on the Water  
31 Board of Fort Collins; do you know when that was?

32 MS. AUTOBEE: I do not know when that was.

33 MS. SIMPSON: Okay. He was part of the Northern Colorado Rod and Gun Club...any idea on  
34 that? I don't know that that's important, but...?

1 MS. AUTOBEE: Again, do those things...is that story told through this building? Is his  
2 ownership of a car dealership, his building of this...is his story so well told through this building that  
3 that's important here?

4 MS. DORN: But I guess the question is also, are there other buildings associated with him that  
5 still exist?

6 MS. AUTOBEE: Again, I don't know the answer to that because the question was, is this  
7 building indicative of this man's life? Is saving this building the best way to preserve his memory, the  
8 best way to honor his legacy as a dedicated community participant and...I mean he was very much a  
9 member of the community fabric; that's obvious. What isn't obvious, is that community life in  
10 relationship to a business he owns?

11 MS. SIMPSON: It looks like another document we received from 1980 shows that the Ghent  
12 dealership was awarded quite a significant award, which was a business that Frank Ghent and his son  
13 started. Did you take this award into consideration?

14 MS. AUTOBEE: Yes...and I'm not sure if this is the award that's awarded to him by other car  
15 dealerships?

16 MS. SIMPSON: It looks like Times *[sic]* magazine.

17 MS. AUTOBEE: I don't know that Time magazine awarded him anything; they might be  
18 reporting on that. And I don't have that document in front of me. So, that I can't speak to. There is no  
19 question that this is a going concern...that Frank Ghent builds a successful business. But, is that what is  
20 memorable about Frank Ghent?

21 CHAIR WALLACE: Mollie, is this the article that you were thinking about with the other article?  
22 Okay...so the first line on that one? That Dwight Ghent, president of Ghent Motor Company of Fort  
23 Collins will soon be featured in Time magazine. And then also that Ghent recently was one of the 70 car  
24 dealers in the nation named a Time magazine quality dealer award winner for 1980. Okay.

25 MR. MURRAY: The problem might be with that is that Dwight wasn't researched, Frank was.

26 MS. SIMPSON: I would agree.

27 CHAIR WALLACE: Okay, are there any other questions that we would like to ask Kris? Okay.  
28 Thank you.

29 MS. SIMPSON: I have one question for the other gentleman. The images that you shared of the  
30 buildings that were scraped that looked similar...or altered, scraped or altered. Do you have years when  
31 those were scraped or altered?

32 MR. PARKER: No, it was just research I did in about a 24-hour period, so I didn't have time to  
33 figure that out.

34 MS. SIMPSON: Okay, so it might have been before the 50-year period where they might have  
35 been more significant?

36 MR. PARKER: Potentially; I think there are some that are indicative of being after...or well  
37 within that 50-year period, like the new Ford dealerships. But some of them very well could be, yes.

38 MS. SIMPSON: Okay.

1 CHAIR WALLACE: Okay, thank you. Does staff have anything they would like to add in light  
2 of the appellant's presentation?

3 MS. BUMGARNER: Yeah, I just wanted to address Ms. Dorn's question about the two other  
4 locations. Staff had looked those two up...neither one exists anymore. One, the Mountain Avenue  
5 address is now the Mitchell Block, the site of the Fort Collins Food Co-op. And then, the College  
6 Avenue address is now what is Beau Jo's and City Drug.

7 CHAIR WALLACE: Thank you Cassie. Okay, does the Commission have any questions of staff  
8 or any other questions for the appellant before we move into...away from public comment...or move into  
9 public comment...apologies. Okay, seeing none, are there any members of the public that wish to  
10 provide comments on the appeal to the Commission? Okay, seeing none...do any of the Commission  
11 members have any additional questions before we close the public comment and move on to our  
12 discussion? No...

13 MR. MURRAY: Do we have a discussion session on this too?

14 CHAIR WALLACE: Yes. Okay, then we will close taking of evidence and move into a  
15 discussion amongst ourselves in front.

16 MR. MURRAY: Sorry, did you say discussion?

17 CHAIR WALLACE: Yes, yes I did.

18 MR. MURRAY: I'm new at this, guys, so bear with me. I hear the...you know, it might not be  
19 Frank Ghent's best memory, but I wonder if this isn't, probably, you know, the best example we have of  
20 a...I know, if it's not the lexicon...but, commercial building of this style for the age, especially talking  
21 about context right now with the parking lot around it. Not sure it's the best use, but it has...you know  
22 what it is, and you recognize it as something that you would have seen growing up or whatever.

23 MS. SIMPSON: I would agree with that; I also feel strongly that this might not be a great  
24 example considering that it's not from the era of when the automobile started in this area, but it  
25 definitely...it's definitely a great example of an auto-centric time period of when Fort Collins was formed  
26 and how it was formed. Drake Road and the way the building is oriented with the front angled towards  
27 the road so when you're driving down, you can actually see into the building. I think it's very...it's a  
28 good example of that, a great example of an era of when the automobile was more important. Something  
29 to consider.

30 CHAIR WALLACE: That was something that I was also considering, especially when I was  
31 considering it...the span of it...that the Lincoln corridor, which I know that you had done some work on  
32 so you might be able to speak to that more than I, but...how that extends throughout town and particularly  
33 at that intersection, it seems to be a crossing point within the community, and that's a long stretch of road  
34 for College to go, and I know that there have been quite a few car dealerships...and most of them have  
35 been more recent, but that particular property has been here, perhaps one of the longer times, to my  
36 knowledge.

37 MR. BELLO: I hear what you're saying...I think the front building is probably the significant  
38 portion of this in terms of the architecture, and the history. I think the garages are certainly something  
39 that's been changed over time; you can tell from the photos. It's not consistent with the...and I'm not  
40 sure if we would apply this, but not consistent with the Land Use Code in terms of being able to have



1 garages like that. But, it seems to me the entire structure is not something that would be identifiable in  
2 that regard. From the history, it's mostly just that front structure.

3 MR. MURRAY: Just kind of a point of information, I am this old. I do believe that roof, going  
4 by it every day going to Greeley to work for a while, was a hot tar and gravel roof, and it was kind of light  
5 brown in color...the gravel was like a pea gravel. They probably got tired of it raining down on the new  
6 cars, or something like that. But, anyway, I'm not sure...I mean, keeping the style of the building and the  
7 way it faces and all that, to me, is...says that the change of roof doesn't really change it. And garage  
8 doors could always be changed back. I'm not sure if...maybe it's not our position to think about how  
9 anything could be developed well, it's just more whether or not it's...it's individually eligible. But,  
10 yeah...

11 CHAIR WALLACE: I agree with that; the roof shape is still there; the structure is still there even  
12 though the material has changed. And, in terms of the garage doors, the voids are still there...so, the  
13 garage doors could easily be changed back with new glazing. I don't see that as a concern, considering  
14 the voids are still there. When I was considering this property, I was really trying to figure out what I  
15 would consider some of the character defining features, as Ms. Autobee had mentioned. And, they were  
16 definitely the stone, which are still intact...it's that front A-line...or not A-line, but that higher pitched  
17 gable, and that's still intact. One of the things that I was getting stuck up on was that canopy, and then  
18 finding out that that actually is an historic addition. Because the other additions, like Mollie mentioned,  
19 the doors and windows can be changed. The additions to the west side, I don't see as being incredibly  
20 significant. But the only other one that I'm thinking of is that roof. But, most of the character-defining  
21 features, especially the windows, and the canopy, and the shape, I think, are all still intact. And so, I  
22 think that it fulfills the...most of the integrity that I'm considering according to Code.

23 MR. MURRAY: It just hit me; I hadn't thought about this before, but, if we're going on the 50-  
24 year theory, the used car office and carwash in the back...it's kind of a cool building, but I'm not sure  
25 when that was put in. I read in some of the information that it came later...I'm not sure if that was in the  
26 '70's or something like that. I mean, it helps a lot in context with the other stuff. But, it might not  
27 be...it's not as old, I don't think, as the showroom.

28 MS. DORN: I definitely agree that the design aspect of integrity remains intact, and I do agree  
29 that perhaps the material aspect of integrity has been lost with this building.

30 MS. SIMPSON: That might be true, but I would also say that both location and setting are pretty  
31 intact.

32 CHAIR WALLACE: So, in looking at Section 14-5 of the Municipal Code, the standards for  
33 determining eligibility of sites, structures, objects, and districts for designation as Fort Collins landmarks  
34 or landmark districts, number four, the standards for determining exterior integrity, location, design,  
35 setting, materials, workmanship, feeling, and association...I think it might be helpful to go through them  
36 and see which ones the Commission thinks are still intact.

37 MR. MURRAY: Well, starting off with the top one on exterior integrity...the location. I think  
38 the buildings stand in the same spot they are and the way they did originally with the parking lot all  
39 around it...asphalt around. And, I did just answer my own question though too...the used car building  
40 was put in 1967. So, my mind, the location fits, and also, the design of the building and it being turned  
41 toward the existing city and all that still exists. The setting obviously changes but it also goes back to  
42 when the city wanted to have parking lots out front and the buildings back from the area, like the Kmart  
43 place, and I believe Key Bank is the same, but not in context. The Walgreens is it? On the corner? That

1 has more the new design where you have it out by the sidewalk. The feeling...you feel like you're going  
2 to the car...you know, the car dealership. So, and I feel the association, which I know is a smaller area of  
3 integrity, but it's associated with expanding the city to when the car people moved out of the heart of  
4 town with the idea that things were expanding in the city and moving out, and is also associated with the  
5 expansion of auto as automobile is the main center of transportation.

6 MS. SIMPSON: Can you pull up the definition of setting, please? Thank you.

7 MS. GENSMER: In this case, with the definition directly in front, I would say that setting is  
8 preserved, specifically the part that says it involves how, not just where. And by that, I mean how it  
9 relates to College Avenue in that location, how it interfaces with the road...it is a car dealership; it's  
10 directly tied to the transportation corridor in that way.

11 MS. SIMPSON: I would agree with that. Both Drake and College are still intact.

12 MS. GENSMER: Yes.

13 CHAIR WALLACE: Any thoughts on workmanship? If that remains intact?

14 MR. BELLO: Well, I guess, you know, for this type of building, I would say it's probably there,  
15 but I don't think the workmanship is anything like, you know, real craftsmanship; it's a fairly simplistic  
16 architecture from that standpoint. But, for this genre, for this type of building, it's consistent with what  
17 was built at the time I guess.

18 CHAIR WALLACE: And what about materials?

19 MR. MURRAY: Well, I think materials, you know, it really talks to when everybody...the big  
20 glass and lots of lights to give you an idea of looking in and seeing your shiny new car. I think that was a  
21 new development...the idea that you could use big glass and it didn't fall over...or you could still have  
22 the structure with a less showing structure, because the glass could go all the way to the corner. So, I  
23 think it's a good example of that. And the materials are all there. I'm not sure if the stone...it's moss  
24 rock, which was big in the '60's and '70's in Fort Collins in commercial buildings...I'm not sure if that's  
25 a pre-stress panel, or if that's put on concrete block...applied...and it could be either one.

26 MS. GENSMER: To me, the use of the large windows in that way gets more at design. With  
27 materials...I mean, it is part...the glass material is obviously part of it, but with materials, I'm  
28 considering more how much of the actual historic fabric is intact. We know that the roof itself, while it  
29 has that form, that design, we know the materials were replaced in that regard.

30 CHAIR WALLACE: Plus, I think it was 27 out of the 34 windows or doors had been removed or  
31 replaced, so that's a significant number.

32 MS. GENSMER: Yeah, I would agree with that. So, I'm not sure about the integrity of the  
33 materials, though I do think other aspects, such as design, are there.

34 MR. MURRAY: So, what windows were replaced...27 out of 34?

35 CHAIR WALLACE: Of the paneling for the doors, the sliding doors are no longer original.

36 MS. GENSMER: Yeah, and when they were replaced, they had less glass than the others.

37 MR. BELLO: These are the garage doors?

38 CHAIR WALLACE: Yes.

1 MS. GENSMER: Yes.

2 CHAIR WALLACE: Any other Commission thoughts on materials? So, on that discussion, it  
3 seems that we lean towards six out of the seven are intact, for the qualities for integrity, so that's  
4 definitely a preponderance I would say, so that's something that we can consider. If we also consider  
5 previously within the Code, the standards for determining significance, usually associated with events for  
6 standard A, for standard B, persons or groups, and design or construction for standard C, and D, which I  
7 don't think pertains to this information potential. As a Commission, do we have any thoughts on whether  
8 or not it meets one or more of these levels of significance?

9 MS. DORN: I'm not convinced that it meets the design construction standard because of, like,  
10 what Mrs. Autobee mentioned, that unfortunately this type of building is not included in the state lexicon.

11 MR. MURRAY: I know the state lexicon is not always what the City uses, but I'm thinking that  
12 they, by not being in the lexicon...and I think Ms. Autobee said, also, the state is still trying to catch up  
13 on their lexicons too. I think as far as the design and construction goes, even though it may not have a  
14 name, it's obvious to everybody what era it comes from, and that most of the main parts are there in my  
15 mind. I don't know if events...events is kind of such an open word. But, in my mind, it's significant in a  
16 pattern of events of, you know, the automobile industry moving out to the sticks, and opening wide up to  
17 get more space and all that. But is this supposed to be more of a specific event, like somebody was hung  
18 from the front of the building or something like that.

19 CHAIR WALLACE: Well, according to the standards for events, the second option under events  
20 is a pattern of events or an historic trend that made a recognizable contribution to the development of the  
21 community, state, or nation. Do you think that it fulfills that?

22 MR. MURRAY: I think it was trendy when it was built, so maybe number two, not number one  
23 though.

24 MR. BELLO: Yeah, I'm struggling with it being a recognizable contribution to the development  
25 of the community. I don't see Fort Collins being a community of auto dealerships or of this type of  
26 building, so I'm not sure it's recognizable. I mean, if you talk about this kind of context, I would think of  
27 downtown...the buildings downtown that are significant in terms of what Fort Collins is all about, and  
28 how that's contributed to the development of the community. But, I don't see this one building as doing  
29 that.

30 MS. SIMPSON: I see the event or historic trend being the car-centric development of our city and  
31 how it was designed for cars, and this building reinforces that, being a car dealership.

32 CHAIR WALLACE: Well, I'm wondering, too, if that area to the south was more open, if that  
33 would help to encourage the southward movement that the community has seen since the 1970's. I know  
34 the mall opening up and a lot of that movement...moving away from the downtown area. I think an  
35 argument may be able to be made that those businesses helped encourage that southward movement as  
36 well.

37 MR. BELLO: You're saying this building helped develop it? Because it's turned its back to the  
38 south, basically, right?

39 CHAIR WALLACE: Possibly, but I guess I'm thinking, if the area to the south had been more  
40 open, and then businesses starting to trickle down further south away from the downtown area, then that



1 could be part of that trend of southward movement for businesses and movement of citizens. I don't  
2 know; I'm just trying to base it on the spot, thinking of the 1960's and '70's and '80's in Fort Collins.

3 MS. SIMPSON: And in the report, it talks about the Ghent annexation happening at the same  
4 time as the Ghent dealership was being built. The lights...I believe it said that the lights were also put in  
5 at that corner at that time.

6 MR. MURRAY: The City actually...it says in the stuff that they...accepted the plans that the  
7 County had to allow it into the city to build curb and lights. And I think at the same time, that's when all  
8 of the collegiate stuff was being built, late '60's, early '70's...all the ranches to the east and behind Key  
9 Bank, kind of back in there.

10 CHAIR WALLACE: Okay, so it sounds like we may think it's possible for it to be associated  
11 with...for significance under events? Seems like we might be a little split...does Katie or Kristi have any  
12 thoughts on whether or not it fits within that significance?

13 MS. DORN: I think it could fit under a pattern of events with the southward expansion of the auto  
14 dealership corridor in Fort Collins.

15 MS. GENSMER: I would agree with that.

16 CHAIR WALLACE: Okay. What about it's association with Ghent?

17 MR. MURRAY: I think especially if you put Dwight into the picture, that helps a little bit. The  
18 Ghent family was big in town. I think it might be the...I don't know how long the memory is in Fort  
19 Collins. You know, everybody knows Whedbee, they know Avery, and those folks, and I'm not sure  
20 Ghent is going to last as long. But, I think they're probably the most significant person attached to it. I  
21 don't know if that's as really a firm a thing in my mind.

22 MS. SIMPSON: I also...I can't seem to find it, but somewhere I was reading that this, although  
23 Frank had two previous dealerships, this was the one that he started with his son, making it more  
24 important to the family as a whole as well.

25 MS. DORN: I think the association is a very important aspect, or standard, for significance for  
26 this building. And I would like to see more research on the son himself, and his interaction with this  
27 father in the auto dealership business here in the site. And I'd also like to learn a little bit more about the  
28 different locations that might be associated with Frank Ghent, to see if they still exist and if they would  
29 have a better association than this building.

30 MR. MURRAY: Well, the...yeah, I remodeled Beau Jo's, and that is...was Ghent Bugas...Ford  
31 dealership. And I think he bought it from Bugas, so Bugas started it originally, and then he took it and  
32 moved it from there. But that is, I mean if you look at it, it would include Scrumpy's and City Drug and  
33 all that...it's all one big room. That was the original Ford showroom in town.

34 CHAIR WALLACE: I can't help feeling that even if these other two properties...because we  
35 know that the building that...the other ones that were on the Mitchell Block and then the one where Beau  
36 Jo's and City Drug are now, if we're going to say any of the properties that we're aware of might be  
37 associated with him, I would think it would be this property, because I would think that within the  
38 community, if you say Ghent, then it's usually associated with the auto dealership, not necessarily, here's  
39 Scrumpy's, this used to be this, it no longer is, and it was associated with somebody who was associated  
40 with the automotive industry and these other elements. So, I don't know if it would change my opinion if

1 there was another property, because I think that what we know, this property may best signify that  
2 association.

3 MR. MURRAY: I'm a little weirded out about thinking of the Ghent family as history. Is Dwight  
4 still alive? It might be that we're talking to him like he was history and he might be just sitting watching  
5 this on TV. So, if you're out there, Dwight, we love you.

6 MR. BELLO: You know, I'm new to this so I'm trying to understand exactly how the criteria  
7 works, but I mean, Mr. Ghent, either one of them, their contribution to the community was opening up a  
8 car dealership and doing some civic work and that kind of thing, but I don't see that as being a significant  
9 historian to the community. You know, I mean, it's not like some of the great names in our country and  
10 in our community that have done great things for the nation, or for the state, or for the community itself I  
11 mean. So, I'm not sure how you tie this to the history of the community, and whether or not it's  
12 something that is...he's notable for that reason. I mean, I think there's other things that we're picking up  
13 on this for this building...I'm not sure this is one of the strongest ones for determining the eligibility of  
14 this.

15 MS. GENSMER: I would tend to agree with what Mike said; I do see, of course, that it was  
16 owned by...well, or operated by both Ghent's in that regard, and that they were prominent businessmen  
17 who were specifically tied to auto dealerships. But, at least based on the architectural inventory form  
18 prepared by the independent contractor, it does seem to me that many...aside from being a businessman  
19 and running that business, at least for Frank, many of his community involvements, for example, being in  
20 the Civil Defense League, et cetera, were prior to this building. However, I also can't really speak to  
21 Dwight because I don't have a lot of context for him.

22 CHAIR WALLACE: I, myself, am a little bit torn on the association with Ghent, because my  
23 family has been in Fort Collins, so when they say Ghent, we all know what they're talking about. But, if I  
24 take my own family story out of it, I don't know that I would see that being a strong association. It's  
25 definitely not as strong as I would say there is a connection to the automotive industry. So, would it be a  
26 fair assessment...seems like we might still be a little split. Is there a consensus that we might have on its  
27 association with Ghent?

28 MR. BELLO: Well, I think the association with Ghent is whether or not Ghent is a person of  
29 historic significance, right?

30 CHAIR WALLACE: Right.

31 MR. BELLO: So, I would say, I would agree that he's tied to this building, and he's tied to that  
32 industry, but is he...

33 CHAIR WALLACE: Is it significant?

34 MR. BELLO: Significant?

35 CHAIR WALLACE: Right, and you would say no?

36 MR. BELLO: No, right.

37 CHAIR WALLACE: Mollie, do you have any...which way you would lean?

38 MS. SIMPSON: I, like you, know the family name. I would love to know more research on the  
39 family as whole before I comment on that. Mostly, Frank and Dwight.

1 MS. DORN: I agree that I'd like more information about Frank and Dwight before being able to  
2 solidly comment on the association with the Ghents.

3 CHAIR WALLACE: Okay, and Kristi and Kevin?

4 MS. GENSMER: Well, based on what's before us today and the information that we have as far  
5 as associations with persons, I'd have to say no. Some of that is for a lack of the data, specifically with  
6 Dwight. However, that doesn't preclude what I'd already said about thinking that...about the associations  
7 with events. So, I guess I'm saying not for persons.

8 MR. MURRAY: I've been in town since '71 I think, and when I first came to town, everybody  
9 knew who the Ghent family was, and I'm sure, I'm sorry, I don't know if it's G-E-N-T, or G-H-E-N-T,  
10 and so I'm going back and forth. But, I feel that, in the context of the associations and all that with  
11 automobile industry, and the growth of the automobile in Fort Collins, I see him as the only car dealer  
12 that really stands out...maybe Markley. But, like I say, yeah, it's kind of...to me, it's, I'd have to say yes,  
13 but is it a strong feeling to me...it's not. If other things were no, I wouldn't think of it as that strong. I'm  
14 sorry...I'm a mediocre...I can't come up with a real strong yes or no, kind of in between.

15 CHAIR WALLACE: Okay. So, it seems like, more or less, we're leaning towards not based on  
16 the information that we have at hand on Frank and Dwight...again, to this time. Is that a correct  
17 assessment? Okay. Alright, then, we talked briefly about the design and construction and its  
18 significance. Do we have a consensus on whether or not the building retains that?

19 MS. SIMPSON: I'd like to hear more about what the Commission has to say with design.  
20 Specifically, style, I guess...your thoughts on that.

21 MR. MURRAY: I'm sorry, you want what on it now, I'm sorry.

22 MS. SIMPSON: We just didn't talk much about design or construction...I'd just like to hear  
23 more about what everyone has to say.

24 MR. MURRAY: I'm not sure, are we going through the list, or are we just...

25 CHAIR WALLACE: We're considering the significance associated with standard C, design and  
26 construction.

27 MR. MURRAY: Right. Okay, but I mean, under landmark, they have major event, ID with  
28 someone import [*sic*]...we're not doing all those?

29 CHAIR WALLACE: We have already looked at those ones, so we're looking at standard C.

30 MR. MURRAY: Okay, so we've gone past the broad cultural, economic, and social?

31 CHAIR WALLACE: Yes.

32 MR. MURRAY: Okay. It's a very distinctive building. For its time and its age...it was when,  
33 you know, automobile things changed. I mean, you used to...if you go downtown, all the cars were  
34 inside and you peeped in through little windows, and here you had them all out with big, shiny bright  
35 lights outside. And had...I don't know what...they must have just had a couple Cadillac...or  
36 not...Lincolns, on the inside, or something. I don't know what made it...put the two or three in the  
37 showroom and then have all the rest outside. But, I'm sure there was a method to the madness.



1 MR. BELLO: As I read through the design and construction...while you're talking about  
2 the...properties may be determined to be significant if they embody the identifiable characteristics of  
3 style and method, or period...or method...I'm sorry, period or method of construction. I mean, it  
4 certainly does that...represents the work or craftsmanship of an architect whose work is distinguishable. I  
5 mean, the craftsmanship, like I said, it's not...I'm not sure it's high craftsmanship, but it's certainly  
6 distinguishable style. And it talks about that, work is distinguishable from others by its characteristic,  
7 style, and quality. And then, possesses high artistic values...I think that's debatable...or design  
8 concept...but, I think it is a design concept that is unique for that type of structure. So, I think there's  
9 parts of this that do apply and parts of it that don't apply. But I think, if you take any part of this, there's  
10 sections of it that certainly do apply to it from that standpoint. So, it seems to meet the criteria if you  
11 don't have to have every piece of that.

12 CHAIR WALLACE: Okay.

13 MR. MURRAY: I think the landscape architecture is pretty unique to the time too...like I say, the  
14 City doesn't allow the big parking lots around the outside...but that's the whole idea...I mean, if you go  
15 down to any car place up to lately, it's big shiny stuff...so as you're driving by, you'll see it and all that.  
16 So, that fits in there too.

17 MS. SIMPSON: Well, something that I was looking at within that section, under standard C...it's  
18 the second to last sentence in that paragraph...a property can be significant, not only for the way it's  
19 originally constructed or crafted, but also for the way it was adapted at a later period or for the way it  
20 illustrates changing tastes, attitudes, and/or uses over a period of time. And, although that building may  
21 not have changed significantly in that, I feel like that might be interesting to consider how that was  
22 different from a lot of the previous decades of architecture, especially moving to the north.

23 MS. GENSMER: I would agree, and to follow up on that, and kind of the larger trend of the rise  
24 of the automobile and really focusing on that, many of those commercial properties up north you were  
25 referencing were more pedestrian-oriented, whereas there's the parking lot around it, there's that whole  
26 way it's situated with regard to the roads...and the landscaping, I guess...

27 MS. SIMPSON: And...the change in taste for later as we were shown by the images of other  
28 buildings and how they have been scraped. So, not only has the style changed from previous time  
29 periods, but it's also later time periods. So, this definitely marks a certain time period in the auto industry  
30 sale.

31 MS. GENSMER: And just commercial.

32 MS. SIMPSON: And commercial, thank you.

33 CHAIR WALLACE: Katie, do you have any thoughts?

34 MS. DORN: I agree that it does illustrate changing tastes and attitudes, and it does represent a  
35 specific period of time...in the style of automobile dealerships, especially in Fort Collins.

36 CHAIR WALLACE: Okay.

37 MS. SIMPSON: One of the things that I think is so interesting about our city is how we started  
38 next to the river and we slowly started moving outward, and this is just another example of constantly  
39 moving away from the river...moving south with the annexation of this area, with the orientation of the  
40 building, with everything that's developed beyond that as well. And how it was developed.

1 CHAIR WALLACE: I myself feel like this may be eligible under standard C for its design and  
2 construction because it falls under a lot of the buildings that people don't...mid-century modern is  
3 starting to come about, and even just...it's more modern even if we don't reference it as big...big C  
4 modern. It's not necessarily that style, but it hints and suggests at that, and that's...a lot of people still are  
5 grappling with what they think about it. It's not necessarily pretty; it's not something that's  
6 recognizable...it looks like something that might be in a lot of different places. But, it shows that change  
7 in Fort Collins design, and I think that people love that period of architecture; they hate that period of  
8 architecture...there's not usually a lot of in-betweens. But, I think it does represent that style...or lack of  
9 style. It's part of that emerging...it's part of that change in design where a lot of steel, a lot of glass, a lot  
10 of the stone is coming into place.

11 MS. SIMPSON: Alex, would you call this mid-century modern?

12 CHAIR WALLACE: What was that?

13 MS. SIMPSON: Would you consider this a mid-century modern...

14 CHAIR WALLACE: I would.

15 MS. SIMPSON: You would?

16 CHAIR WALLACE: I would classify it if I were looking at the building; I would have said it was  
17 mid-century modern, particularly since a lot of the elements are hearkening not only to that...the steel and  
18 the glass, but then I'm interested by the incorporation of the stone, which I tend to see more in Fort  
19 Collins architecture in the '70's. So, in some ways, that might be a little bit up and coming of an element.  
20 But, I would have said it was mid-century modern.

21 MS. SIMPSON: I would agree with that...the floor-to-ceiling windows, the roof style, the  
22 marriage of the indoor and outdoor spaces...normally you orient it so that way you can look out and you  
23 have a connection to the outdoors, but what's interesting about this is, considering it's commercial,  
24 everybody...it's oriented so everybody's looking inward. Also, the exposed beams, the rock on the  
25 outside...I would definitely consider it mid-century if I were classifying it as well.

26 CHAIR WALLACE: So, as a Commission, do we think that it retains the design and style as far  
27 as significance? Mike says yes.

28 MS. GENSMER: I say yes as well.

29 MR. MURRAY: I think so.

30 CHAIR WALLACE: I see nods. Katie? Yeah?

31 MS. DORN: I guess the only thing that just throws me off a little bit is the change of material of  
32 the roof, the loss of integrity, and how that plays in with this particular standard for significance.

33 CHAIR WALLACE: Because also when we were discussing earlier the integrity, we were  
34 thinking that materials may be questionable, and that six out of the seven...does that impact your thought  
35 on its retaining, if we exclude the materials?

36 MS. DORN: Yes...Cassie, could you bring up that list that shows the most significant aspects of  
37 integrity for each standard for significance? Thank you.

38 MS. BUMGARNER: Yeah, I just pulled it up.

1 MS. DORN: So, under standard C, it does list materials, design, and workmanship. And usually,  
2 you should try and have at least five out of the...okay, so...the...sorry, I'm trying to figure out how to say  
3 this on the spot. Feeling and association need to be kind of combined with the others, and so it's really  
4 important to have a good, clear cut evidence for aspects of integrity for materials, design, and  
5 workmanship for the standard for design and construction. And so, if you take out materials because we  
6 thought that was questionable, that takes out about 30% of this...the level...the integrity to support the  
7 level of significance for this building in that case. I don't know if that made any sense, but the fact that  
8 we're questioning materials worries me about the aspects of integrity to support this criteria for  
9 significance.

10 CHAIR WALLACE: Okay.

11 MR. MURRAY: I'm thinking most of the material is there still, especially the asphalt...but, in  
12 my mind, it's...you know, the roof...the roof and the garage doors are things you always replace and  
13 repair, and they could always go back. But, people are getting away from doing hot tar roofs now and  
14 they're going with other styles, so, that'll probably never happen. But, I think we're throwing materials  
15 out...we're talking about the massive beams, the tongue and groove ceiling, the glass fronts, and  
16 then...and the moss rock sides. Then...it's one of those generic ones...the whole garage is made out of  
17 cinder block, which I think...or concrete block, and that's original too. So, I'm seeing...when you look at  
18 it, it's got to be 90 to 80% of the materials there.

19 CHAIR WALLACE: Okay.

20 MS. SIMPSON: Although I don't think that the materials...I don't know...I'm kind of split on  
21 the integrity in terms of materials. I don't know that I consider design...or that this building is significant  
22 for design; however, I do think that the design of this building continually adds to the fact that this  
23 building is significant for a specific time period.

24 CHAIR WALLACE: Okay. Alright, well I'd like to move on and consider context. Do we feel  
25 that the context is intact? Which, according to the Municipal Code, is the area required for evaluating a  
26 resource's context is dependent on the type and location of the resource. For example, a house located in  
27 the middle of a residential block could be evaluated in the context of the buildings on both sides of the  
28 block, while a house located on a corner may be required a different contextual area.

29 MS. SIMPSON: I think we need to decide what the context is...this building, when it was built, it  
30 was on the edge of town. It's no longer on the edge of town; however, it was never oriented towards the  
31 back side of town, it was oriented towards town and towards the street, and those streets are still intact  
32 and all four corners do still have commercial buildings on them. College Avenue is still there.

33 MS. GENSMER: True...and is still commercial, at least in that area.

34 MR. BELLO: Does the changing environment around it...what's going on the old Kmart site,  
35 does that impact this at all in that regard? Or is this...just looking at it as it is today? Because the Kmart  
36 site is going to be something completely different.

37 CHAIR WALLACE: Right, and I think that we can take it for what it is now, but also when it  
38 changes, it's still going to be commercial.

39 MR. BELLO: The Walmart site...I mean the Kmart site?

40 CHAIR WALLACE: Yes, that's the plan as far as I understand.



1 MR. MURRAY: I don't know if it fits, but I know Cassie wrote...or the staff wrote a current  
2 context of the area that I think we all got, and points out that it's the corner of a street that's, you know, a  
3 major intersection. And it does point out that there's going to be change where the old Kmart was, but  
4 it's...it's putting into the existing Kmart building, so that may not change a bunch. But, I think the  
5 context, you know, obviously of the lot itself, stays, but the context around it is going to change. So, I  
6 don't know how we do that. The Walgreens being moved out to the...to the intersection is a change of  
7 context for the block. But, the Key Bank and Kmart stay the same at this point, and so it fits with that  
8 overall I think.

9 MS. SIMPSON: Although I do think the...the surrounding corners are important to take into  
10 consideration if we're considering this building for its association with the car industry and the vehicular  
11 aspect of College and Drake, I still think that the fact that it's still visible from those streets is the most  
12 important. If you look at the pictures that were provided to us on page 135 from the Coloradoan, they  
13 show the showroom, which Mr. Murray was talking about with the feeling you get when you see the cars  
14 inside the windows, and how excited you are looking at the cars. I still think that is intact, and you can  
15 still see that as you drive down College or Drake in your car.

16 MR. MURRAY: On your way to the drive-in.

17 CHAIR WALLACE: I would agree that the context remains intact, particularly since it's at two  
18 very strong arterials of College and Drake, and that it's predominantly commercial, and since the time of  
19 construction, I think the buildings that have been around it have been predominantly commercial. So,  
20 there hasn't been a drastic change as far as impacting that context.

21 MR. BELLO: You know, as I look at this photo that you pointed out, on page 135, if I remember  
22 the development now...was there a change in grade or something? Because, you don't see this from the  
23 corner...you see the cars on the bottom and then there's an elevation change. And I'm trying to wonder  
24 how that occurred, because you don't see it...it doesn't look like this from the corner.

25 MS. SIMPSON: There's also a lot of cars in the way now.

26 MR. BELLO: Yeah, there are a lot of cars in the way...right.

27 CHAIR WALLACE: Katie, Kristi, any thoughts on context?

28 MS. GENSMER: I agree with what's already been said. I do think the context remains intact.

29 MS. DORN: I agree; the context remains intact, and I agree with the two arterials and the  
30 predominantly commercial area being intact.

31 CHAIR WALLACE: So, as a Commission, it would appear that we have examined the integrity,  
32 the context, as well as the standards for determining significance. Are there any other aspects that anyone  
33 on the Commission would like to chime in on or consider at this time? No? Okay, then I think it might  
34 be prudent to start putting forth a motion.

1 MS. GENSMER: I can try to do so...I may need help from my fellow Commission members as we  
2 add in our findings and seek to support it. So, I move that the Landmark Preservation Commission uphold  
3 the prior determination and find that 2601 South College Avenue is individually eligible as a Fort Collins  
4 landmark, according to the standards outlined in Section 14-5 of the Fort Collins Municipal Code. This  
5 motion is based on the agenda materials, the information and materials presented during the work session  
6 and this hearing, as well as the discussion that we just had, with the following findings: the property has  
7 significance under...under standard A, events for associations with a pattern of events, specifically the  
8 movement of Fort Collins toward midtown from downtown, so moving south, the change in the city towards  
9 a community that relies on automobile transportation, the expansion of the automobile industry, as well as  
10 the larger expansion of the city, including the Ghent annexation.

11 I also find that it is significant under...or under standard C, design and construction, because it  
12 embodies the identifiable characteristics of a specific period, in this case, mid-century commercial  
13 architecture. Some of the specific characteristics are: the very prominent windows facing out onto the  
14 major transportation arteries, the use of moss rock and concrete block, and the way that it is sited on the  
15 property on the landscape in relation to the major transportation corridors of Drake and College, as well as  
16 the way its situated in relation to the parking lot surrounding it.

17 Okay, and...still going...the property exhibits exterior integrity and it satisfies integrity of location  
18 in that it remains in the same place; it has not been moved, integrity of design for many of these elements  
19 including the large windows, the way it was designed to face towards the streets. It retains integrity of  
20 setting because of the way it's situated at that intersection. Integrity of workmanship...although as Mike  
21 said, it isn't high style, it still embodies the type of construction that was done in that period, as well as  
22 integrity of feeling and association because it retains those larger characteristics tying it to both the vehicular  
23 arteries, commercial properties, and the automobile industry. And, feel free to add things in there.

24 Finally, that the LPC has considered the context of the area surrounding the property as is required  
25 under City Code Chapter 14. We find that the context relates directly to the major transportation arteries  
26 of Drake and College, as well as the commercial properties that are surrounding it on those intersections,  
27 and the way that they are oriented towards vehicular traffic and set back from the roads. I think that's it.

28 CHAIR WALLACE: Gretchen, did you get all that?

29 MS. GENSMER: Yeah, I was worried about that.

30 CHAIR WALLACE: It's on the recording of course, but, if you want to hear it again, she's going  
31 to have to repeat it.

32 MS. GENSMER: And that's be interesting.

33 CHAIR WALLACE: Okay, do we have a second?

34 MR. MURRAY: I'll second.

35 CHAIR WALLACE: Okay, something I would like to potentially see added to it is that we cannot  
36 determine, at this time, that standard B is fulfilled because we do not have enough information, or we're  
37 basing our decision on the information that we have at hand on the Ghents. So, if we could apply that as  
38 well?

39 MS. GENSMER: I'm okay with that.

40 CHAIR WALLACE: Okay.

41 MS. GENSMER: Kevin, as the seconder, are you okay?

42 MR. MURRAY: I'm okay with that.

1 CHAIR WALLACE: Okay. Alright, then I would like to call for a roll call vote please.  
2 MS. SCHIAGER: Bello?  
3 MR. BELLO: Yes.  
4 MS. SCHIAGER: Dorn?  
5 MS. DORN: Yes.  
6 MS. SCHIAGER: Gensmer?  
7 MS. GENSMER: Yes.  
8 MS. SCHIAGER: Murray?  
9 MR. MURRAY: Yes.  
10 MS. SCHIAGER: Simpson?  
11 MS. SIMPSON: Yes.  
12 MS. SCHIAGER: And Wallace?  
13 CHAIR WALLACE: Yes. Okay, motion passes. So, we have decided to uphold the decision of  
14 the property at 2601 South College Avenue as eligible for landmark designation, and this is according to  
15 standard A, for event, and standard C, for design and construction, as well as upholding six out of the seven  
16 exterior integrity, and for maintaining context. Thank you.  
17  
18  
19  
20  
21



April 3, 2018

**COUNCIL OF THE CITY OF FORT COLLINS, COLORADO**

**Council-Manager Form of Government**

**Regular Meeting – 6:00 PM**

● **ROLL CALL**

PRESENT: Martinez, Stephens, Summers, Overbeck, Troxell, Cunniff, Horak  
Staff Present: Atteberry, Daggett, Jensen

● **AGENDA REVIEW: CITY MANAGER**

City Manager Atteberry stated there were no changes to the published agenda.

● **CITIZEN PARTICIPATION**

George Grossman questioned how the City could help the vitality of small businesses. He stated there is a lack of coordination between City departments with regard to economic vitality. He noted the Economic Health Department has not weighed in on the Sign Code changes.

Ursula Lord discussed the increasing goose population and requested Council read an opinion piece she wrote for the Coloradoan.

Margaret Mitchell stated there is not enough handicap parking at the Senior Center and discussed the planning process related to a lot on the 800 block of East Elizabeth.

Stacy Lynne discussed the Sign Code update and varying City statements regarding murals.

● **CITIZEN PARTICIPATION FOLLOW-UP**

Mayor Troxell summarized the citizen comments and encouraged Mr. Grossman to attend meetings of the Economic Advisory Board.

Councilmember Cunniff requested a timeline of the evaluation of the Senior Center handicap spaces and information as to any City plans related to the geese population.

Councilmember Martinez requested staff input regarding Ms. Lynne's comments. Tom Leeson, Community Development and Neighborhood Services Director, replied murals will not be part of the phase two Sign Code update.

● **CONSENT CALENDAR**

Councilmember Cunniff withdrew Item No. 6, *First Reading of Ordinance No. 047, 2018, Appropriating Prior Year Reserves in the Transportation Capital Expansion Fee Fund and the Transportation Fund and Authorizing the Transfer of Appropriations from the Transportation Capital Expansion Fee Fund and the Transportation Fund into the Capital Project Fund for the East Prospect Road Improvements Project and Transferring Appropriations from the Capital Project Fund to the Cultural Services and Facilities Fund for the Art in Public Places Program*, from the Consent Agenda.

Councilmember Cunniff asked if it would be possible to have some Finance Committee discussion about the combined projects prior to Second Reading of the Ordinance. Mike Beckstead, Chief Financial Officer, replied that can be arranged.

Councilmember Cunniff stated he is concerned about the number of out-of-cycle budget requests that do not allow Council to examine the totality of the effects on the budget. City Manager Atteberry agreed with the concern and acknowledged this was a miss.

Councilmember Cunniff asked if the Transportation Board is involved in any of these items in terms of providing a recommendation. Crager replied the West Prospect project was brought before the Board in January.

Mayor Pro Tem Horak made a motion, seconded by Councilmember Overbeck, to adopt Ordinance No. 047, 2018, on First Reading.

Mayor Pro Tem Horak asked why the Art in Public Places appropriation is included at this time. City Attorney Daggett replied the Code describes the process as happening at the time of appropriation of funds for the project.

Councilmember Stephens stated the process could have been better; however, Prospect Road needs the improvements.

<b>RESULT:</b>	<b>ORDINANCE NO. 047, 2018, ADOPTED ON FIRST READING [6 TO 1]</b>
<b>MOVER:</b>	Gerry Horak, District 6
<b>SECONDER:</b>	Bob Overbeck, District 1
<b>AYES:</b>	Martinez, Stephens, Summers, Overbeck, Troxell, Horak
<b>NAYS:</b>	Cunniff

● **DISCUSSION ITEMS**

15. **Consideration of an Appeal of the Landmark Preservation Commission Decision Regarding the Eligibility of the Spradley Barr Property, 2601 South College Avenue, to Qualify as a Landmark. (Landmark Preservation Commission Overturned)**

*The purpose of this item is to consider an appeal of the Landmark Preservation Commission's (LPC) de novo decision made on February 21, 2018, finding that the property at 2601 South College Avenue is eligible for individual landmark designation. This decision was consistent with the initial decision made by the Community Development and Neighborhood Services Director and the LPC Chair. On March 7, 2018, an appeal was filed challenging the LPC's decision. Only parties-in-interest as defined in City Code Section 2-47 may participate in this hearing and the scope of the appeal is limited to those items identified as grounds for appeal in the Notice of Appeal.*

City Attorney Daggett reviewed the appeal process.

Lucia Liley, attorney for Brinkman Development, requested presentations be extended to 20 minutes given there will not be rebuttal. Mayor Troxell agreed.

Laurie Kadrich, Planning, Development, and Transportation Director, stated this is an appeal of the Landmark Preservation Commission decision that the property at 2601 South College Avenue, the current Spradley Barr Mazda dealership, is eligible for landmark status. Kadrich showed photos of the property.

Mayor Troxell noted there was a site visit and requested staff respond to questions submitted by Councilmembers. Maren Bzdek, Historic Preservation Planner, stated the first question was, what evidence was used for the Landmark Preservation Commission's conclusions regarding the angle of the showroom building to the intersection of Drake and College. Photos and sketch evidence indicated the angled orientation of the main building is toward the intersection.

Bzdek stated the second question related to historic context and evidence provided to support the Commission's understanding of context. At the site visit, staff described the context noting the building is at the intersection of two major streets and, at the time of construction, the building was at the edge of town. Context also includes the description of the property, photos, and site maps.

The third question related to the role of the building topography in how the site was developed. Photos of the site during construction show excavation in front of the showroom building, which created an area of lower elevation along College. It appears the building was constructed higher than the surrounding terrain.

Bzdek stated the architect and contractor associated with the design and construction of the building is unknown at this time. In terms of which historic materials are still intact, Bzdek replied original materials include the walls of natural rough stone set into concrete, the canopy, the large single-pane glass windows set into metal frames, the concrete block 16-bay service station, and 7 of the original overhead rolling garage doors. Historic materials that have been changed consist of the roofing material, most of the overhead rolling garage doors, two small pre-fabricated buildings.

Mayor Pro Tem Horak expressed concern this is more detailed information than what is in the record. City Attorney Daggett replied staff is responding to the Mayor's request that they provide responses to questions asked.

Councilmember Cunniff stated more questions were asked at the site visit than usual and questioned best practices. He asked how to ensure these kinds of questions and this process are properly part of the record should Council's decision be appealed. City Attorney Daggett replied Councilmembers are authorized to ask questions during the hearing and the Mayor has asked staff to describe the questions that were asked at the site visit.

Councilmember Cunniff suggested providing answers in writing in the future. Mayor Troxell stated he understood that the questions would be answered in writing as well; however, having this information in the record could be helpful for the appellants. He requested staff begin to provide more succinct answers.

Ms. Liley stated she does not have any objection to more succinct answers; however, she noted a great deal of new information is being brought forward that was not part of the record.

Bzdek continued stating some of the upper windows have also been replaced.

Bzdek stated staff does not have information about the eligibility of the Key Bank building at this time. She stated the determination of eligibility is based on the sum total of all the resources on the property and the significant aspects of each building are considered separately.



Regarding the influence of the Ghent family's history, Bzdek stated the LPC did not believe it had sufficient information about the Ghent family and declined to make a finding related to significance. Bzdek stated there were several examples of pre-war auto dealerships in the downtown area; however, none of them are unaltered enough to be eligible for landmark designation.

Bzdek stated Council asked staff to provide a summary of the elements the LPC found to contribute to the significance and integrity versus the federal standards. She stated the City's local Code ordinance is based on the federal standards.

Bzdek answered questions related to the evidence provided for the original determination of eligibility and stated staff did not provide a recommendation because this was an appeal.

Bzdek stated the carriage steps are engraved with the name W.A. Drake, in reference to a state senator who constructed his home at this location.

Mayor Troxell asked Councilmembers to comment on observations made at the site visit.

Councilmember Cunniff stated he listened to the presentation and had observations and questions about the orientation of the building, the materials, and the site plan and elevations.

Councilmember Overbeck stated he observed the building orientation and façade.

Councilmember Martinez stated he observed the building façade.

Mayor Troxell stated he asked most of the questions which were driven by the lack of understanding by the LPC in their questions. He stated the Commission did not appear to have an understanding of the property.

Mayor Troxell asked if there are any procedural issues.

Councilmember Overbeck discussed a 2013 article in the Denver Post in which the Ghent family's ties to Fort Collins were outlined. He asked if that may have some bearing on the discussion.

Councilmember Cunniff requested Council and the appellant receive copies of the staff responses to questions prior to the appellant's presentation.

(Secretary's Note: The Council took a brief recess at this point in the meeting.)

City Attorney Daggett noted staff has provided a written version of the questions and answers discussed earlier in the hearing.

Ms. Liley stated Brinkman has yet to file a PDP application for this project; however, its goals include tiered density, retail, hotel, multi-family, improved intersections, pedestrian, MAX line, and bike connectivity, building orientation toward streets, and a grand promenade. Brinkman believes the existing structures and parking lots need to be demolished for the project to be feasible.

Ms. Liley discussed the Code requirements for determination of eligibility: significance and exterior integrity and discussed an independent firm's completion of the inventory form required by the state and the City's Code. The firm, Autobee and Autobee, recommended the property not be considered individually eligible and, at the LPC hearing, Ms. Autobee testified there had been

so many changes to the character-defining elements of the building, there was not enough left to meet the integrity standard. Ms. Liley discussed the changes made to the building since its construction.

Ms. Liley stated the Autobee report concluded this site does not meet any of the criteria for significance; however, the LPC made a finding of significance based on two of the four criteria: pattern of events and design and construction. Ms. Liley referenced Ms. Autobee's testimony related to this topic.

Ms. Liley discussed the stated policies and purposes related to historic preservation in Chapter 14. She requested Council uphold the appeal and noted the carriage steps are planned to be preserved by Brinkman in a park or gathering area.

Councilmember Cunniff noted this is a determination of eligibility rather than a designation. Kadrach replied standards would apply to the site if it is determined to be eligible because the applicant would be requesting a commercial redevelopment; however, eligibility does not guarantee a designation, nor would it require an owner to proceed with a designation.

Councilmember Cunniff asked if the City Code requires that all the elements be met for eligibility. Assistant City Attorney Brad Yatabe replied significance and exterior integrity need to be established, and each of those standards contain different factors. Additionally, the context must be considered. At least one of the factors of significance must be present and a minimum number of factors must be met for exterior integrity; however, there is some latitude left to the decision maker.

Councilmember Cunniff asked if the Code requires the architectural style to be unique or one-of-a-kind. Yatabe replied he is not aware of that requirement; the standards point to whether a property is a good example of an architectural style.

Councilmember Martinez asked about the significance of the showroom being angled. Bzdek replied there is no specific evidence or information as to why the building was constructed at an angle. She showed photos of the building and discussed its elevation.

Councilmember Martinez asked who did the masonry work on the building. Bzdek replied staff does not have that information.

Mayor Troxell stated staff provided a recommendation during the original determination of eligibility. Kadrach replied staff did contribute to making the decision as the Director of Community Development and Neighborhood Services participated in the original determination; however, when that decision was appealed to the LPC, staff members make no recommendation to the Commission.

Mayor Troxell stated the LPC struggled with coming to a determination based on eligibility. Kadrach replied this type of review is done hundreds of times per year and the majority of these initial reviews are determined to be not eligible.

Mayor Troxell stated he cannot understand why eligibility was determined originally given the LPC struggled to attach meaning to the criteria.

Tom Leeson, Director of Community Development and Neighborhood Services, stated the process for determination is conducted by himself and the LPC Chair, Meg Dunn in this case. The first step is to determine whether the proposal is a minor or major amendment to the site; given this was a demolition, it was determined to be major. The second step is to look at significance, which was determined to exist in terms of association and representation of the auto industry.

Mayor Troxell stated some of the conclusions were not based on fact but rather on assumptions. Leeson agreed and stated that is part of the reason the independent architectural survey is requested. In this case, the report indicated the site was not eligible.

Mayor Troxell stated the report is the only piece of architectural research that has some basis for suggesting what to be done. Leeson agreed.

Councilmember Martinez asked how the building's orientation becomes evidence as part of the historical significance of the site. Leeson replied the original decision was not based on the orientation; it was referenced as being unique and the assumption was made that it was oriented toward the intersection for greater site lines.

Councilmember Martinez asked where the carriage stairs were located originally. Leeson replied staff is unaware if they have been moved; however, they were from the site. The stairs were not part of the evaluation.

Mayor Pro Tem Horak made a motion, seconded by Councilmember Martinez, to overturn the decision of the Landmark Preservation Commission that 2601 South College Avenue is eligible for designation as a Fort Collins local landmark under City Code Section 14-5 because it failed to properly interpret and apply relevant provisions of the Code.

Mayor Pro Tem Horak stated Ms. Autobee's testimony and report were compelling and it appeared the Commission was struggling to make its motion and decision. He suggested more precise language be set for motions in quasi-judicial situations.

Councilmember Cunniff disagreed and noted the Commission found the building expressed the aesthetic or historic sense of a particular period of time. He also noted the Code does not reference the lexicon and stated the building does have significant, although not complete, historic materials and it is clear the building orientation was a deliberate design choice. He stated the consultant admitted errors in her interpretation related to the awning and taking the consultant's opinion as the only one that matters is incorrect.

Councilmember Stephens stated she agreed with the motion and discussed the changes in the exterior integrity of the building over the years. She stated people do not see this building as a local landmark.

Councilmember Martinez stated he does not view this building as being historic in any sense.

Mayor Troxell stated he views historic preservation as an important part of the City; however, this structure is one year beyond the 50-year trigger for an eligibility discussion and 50 years is not necessarily iconic of what drives decision-making criteria. He stated he would like the City to be more proactive in terms of preservation of those buildings in the community that reach a standard of preservation. He also stated there was a lack of understanding and appreciation of the Ghent family and stated old does not necessarily mean historic.



Councilmember Martinez asked if the moss rock on the building was considered part of the historic value. Leeson replied in the affirmative.

<b>RESULT:</b>	<b>LANDMARK PRESERVATION COMMISSION DECISION OVERTURNED-ADOPTED [6 TO 1]</b>
<b>MOVER:</b>	Gerry Horak, District 6
<b>SECONDER:</b>	Ray Martinez, District 2
<b>AYES:</b>	Martinez, Stephens, Summers, Overbeck, Troxell, Horak
<b>NAYS:</b>	Cunniff

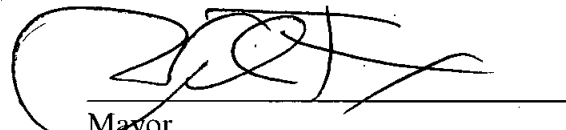
● **OTHER BUSINESS**

Councilmember Cunniff requested staff start to look at the City's standards for site visits and questions and how they fit into the body of evidence for appeal hearings.

Mayor Pro Tem Horak requested a memo as to the current policy related to Art in Public Places appropriations.

● **ADJOURNMENT**

The meeting adjourned at 9:00 PM.

  
\_\_\_\_\_  
Mayor

ATTEST:

  
\_\_\_\_\_  
City Clerk



**Section 14-5, Sec. 14-22. Standards for determining the eligibility of sites, structures, objects and districts for designation as Fort Collins landmarks or landmark districts.**

~~Properties eligible for designation must possess both significance and exterior integrity. In making a determination of eligibility, the context of the area surrounding the property shall be considered.~~

A determination of eligibility for landmark designation typically applies to the entire lot, lots, or area of property upon which the landmark is located and may include structures, objects, or landscape features not eligible for landmark designation located on such lot, lots, or area of property. In order for a district to be eligible for landmark district designation, at least fifty (50) percent of the properties contained within the proposed landmark district must qualify as contributing to the district. Resources eligible for landmark designation or eligible to contribute to a landmark district must possess both significance and integrity as follows:

~~(1)(a)~~ Significance is the importance of a site, structure, object, or district to the history, architecture, archeology, engineering or culture of our community, State or Nation. Significance is achieved through meeting one (1) or more of four (4) standards recognized by the U.S. Department of Interior, National Park Service. These standards define how ~~properties~~resources are significant for their association with events or persons, in design or construction, or for their information potential.

~~(2) The criteria Standards~~ for determining significance are as follows:

~~a-(1)~~ Events. ~~Properties~~Resources may be determined to be significant if they are associated with events that have made a recognizable contribution to the broad patterns of the history of the community, State or Nation. A ~~property~~resource can be associated with either ~~(1)~~ or both ~~(2)~~ of two (2) types of events:

~~1-a.~~ A specific event marking an important moment in Fort Collins prehistory or history; and/or

~~2-b.~~ A pattern of events or a historic trend that made a recognizable contribution to the development of the community, State or Nation.

~~b-(2)~~ Persons/Groups. ~~Properties~~Resources may be determined to be significant if they are associated with the lives of persons or groups of persons recognizable in the history of the community, State or Nation whose specific contributions to that history can be identified and documented.

~~c-(3)~~ Design/Construction. ~~Properties~~Resources may be determined to be significant if they embody the identifiable characteristics of a type, period or method of construction; represent the work of a craftsman or architect whose work is distinguishable from others by its characteristic style and quality; possess high artistic values or design concepts; or are part of a recognizable and distinguishable group of ~~properties~~resources. This standard applies to such disciplines as formal and vernacular architecture, landscape architecture, engineering and artwork, by either an individual or a group. A ~~property~~resource can be significant not only for the way it was originally constructed or crafted, but also for the way it was adapted at a later period, or for the way it illustrates changing tastes, attitudes, and/or uses over a period of time. Examples are residential buildings which represent the socioeconomic classes within a community, but which frequently are vernacular in nature and do not have high artistic values.

~~d-(4)~~ Information potential. ~~Properties~~Resources may be determined to be significant if they have yielded, or may be likely to yield, information important in prehistory or history.

~~(3) Exterior integrity(b)~~ Integrity is the ability of a site, structure, object, or district to be able to convey its significance. The ~~exterior~~ integrity of a resource is based on the degree to which it retains all or some of seven (7) aspects or qualities established by the U.S. Department of Interior, National Park Service: location, design, setting, materials, workmanship, feeling and association. All seven (7)

qualities do not need to be present for a site, structure, object, or district to be eligible as long as the overall sense of past time and place is evident.

(4) ~~The criteria Standards~~ for determining ~~exterior~~ integrity are as follows:

- a. ~~(1)~~ *Location* is the place where the ~~historic property~~ resource was constructed or the place where the historic or prehistoric event occurred.
- b. ~~(2)~~ *Design* is the combination of elements that create the form, plan space, structure and style of a property resource.
- c. ~~(3)~~ *Setting* is the physical environment of a ~~historic property~~ resource. Whereas location refers to the specific place where a property resource was built or an event occurred, setting refers to the character of the place in which the resource played its historic or prehistoric role. It involves how, not just where, the property resource is situated and its relationship to the surrounding features and open space.
- d. ~~(4)~~ *Materials* are the physical elements that form a ~~historic property~~ resource.
- e. ~~(5)~~ *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure or site.
- f. ~~(6)~~ *Feeling* is a property's resource's expression of the aesthetic or historic sense of a particular period ~~or of~~ time. It results from the presence of physical features that, taken together, convey the property's resource's historic or prehistoric character.
- g. ~~(7)~~ *Association* is the direct link between an important ~~historic~~ event or person and a historic property or prehistoric resource. A property resource retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a property's resource's historic or prehistoric character.

~~(5) Context. The area required for evaluating a resource's context is dependent on the type and location of the resource. A house located in the middle of a residential block could be evaluated in the context of the buildings on both sides of the block, while a house located on a corner may require a different contextual area. Upon the submittal of an application necessitating a determination of eligibility for designation as a Fort Collins Landmark or Landmark District, the Director and/or the chair of the Commission shall determine the minimum area required for evaluating context, and such information, including photographs and other documents, as required for the determination.~~



**From:** [Mark Sears](#)  
**To:** [Historic Preservation](#)  
**Subject:** [EXTERNAL] Ghent Motors  
**Date:** Thursday, April 4, 2024 1:46:35 PM

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As a midtown resident for 48 years, I recommend scraping the existing Ghent Motors buildings to allow something fresh that can fully utilize the site without being compromised by the existing buildings.

Thanks,

Mark Sears  
3131 Worthington Ave  
Fort Collins  
Sent from my iPhone

**From:** [Sharon Danhauer](#)  
**To:** [Historic Preservation](#)  
**Subject:** [EXTERNAL] Ghent-Spradley-Barr/2Mazda  
**Date:** Friday, April 12, 2024 8:13:28 AM

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This building is a great example of the 1950s automobile boom that changed nearly every town in America. But it's especially important to Fort Collins' history of growth after WWII. I live in Loveland, where there was nothing like this building. It was unique to Fort Collins and it would be great if it were saved. With the planned housing and much of the site being usable as proposed, why couldn't the building be reused? It should be thought of as a feather in the owner's cap rather than be demolished.

Sharon Danhauer  
[sadhanau@gmail.com](mailto:sadhanau@gmail.com)  
970-290-0169

**From:** [Historic Preservation](#)  
**To:** [Historic Preservation](#)  
**Subject:** FW: [EXTERNAL] Comments regarding the Ghent/Spradley-Barr/2Mazda eligibility item  
**Date:** Friday, April 12, 2024 8:45:30 AM

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To the decision-makers regarding the eligibility of the historic Ghent Motor property at 2601 S. College Avenue,

The purpose of Section 3.4.7 in the Land Use Code is to help the City maintain important DNA — places that help differentiate Fort Collins from Loveland or Denver or wherever — while still allowing for new development.

Given that 4/5s of the proposed project could likely be completed exactly as proposed by the applicant, and that the last 1/5th would require the reuse of a historic property that would actually give the gas station (or whatever eventually goes into that spot) even more space than the applicant is proposing, while still having plenty of space for 6 gas pumps, there is absolutely no reason (certainly not hardship or inability to achieve the desired program for the space) for the applicant to not reuse the historic site as required by the City's land use code.



## **Applicants' proposed development of the site at 2601 S. College Ave.**





## **Four-fifths of Applicants' proposal could remain exactly the same if the historic Ghent Motor buildings were retained and adaptively reused.**

Sometimes Historic Preservation is overly associated with Victorian era buildings, as if no history exists outside of 1860-1910. But Fort Collins' explosive growth following the Second World War is an important part of our local story. Despite the fact that we had a very affordable streetcar system as well as a densely built pattern of development that encouraged walking and riding, the national trend to rewrite cities with only the automobile in mind drastically changed Fort Collins and all of America.

What better way to showcase this radical change in Fort Collins history than to not only save a building constructed on the far, far south end of town that no one could reach **except** by automobile, and a building constructed in such a way that it **appealed to fast-moving motorists** more than it did to pedestrians, but it's a building constructed **specifically to sell the very automobiles that the city was being transformed to accommodate!** This is quite possibly the BEST building in all of Fort Collins to showcase this important and significant change within our community.

The property owner should be proud of their ability to not only provide much-needed housing within our community but to do so while also maintaining such an important and significant piece of our local history.

I would appreciate if this letter, and also an online article that I have written regarding this property — <https://urbanfortcollins.com/the-old-ghent-motor-building-could-be-repurposed/> — would be included in the information provided to the applicant and commission for next week's meeting.

Thank you,  
Meg Dunn, District 6

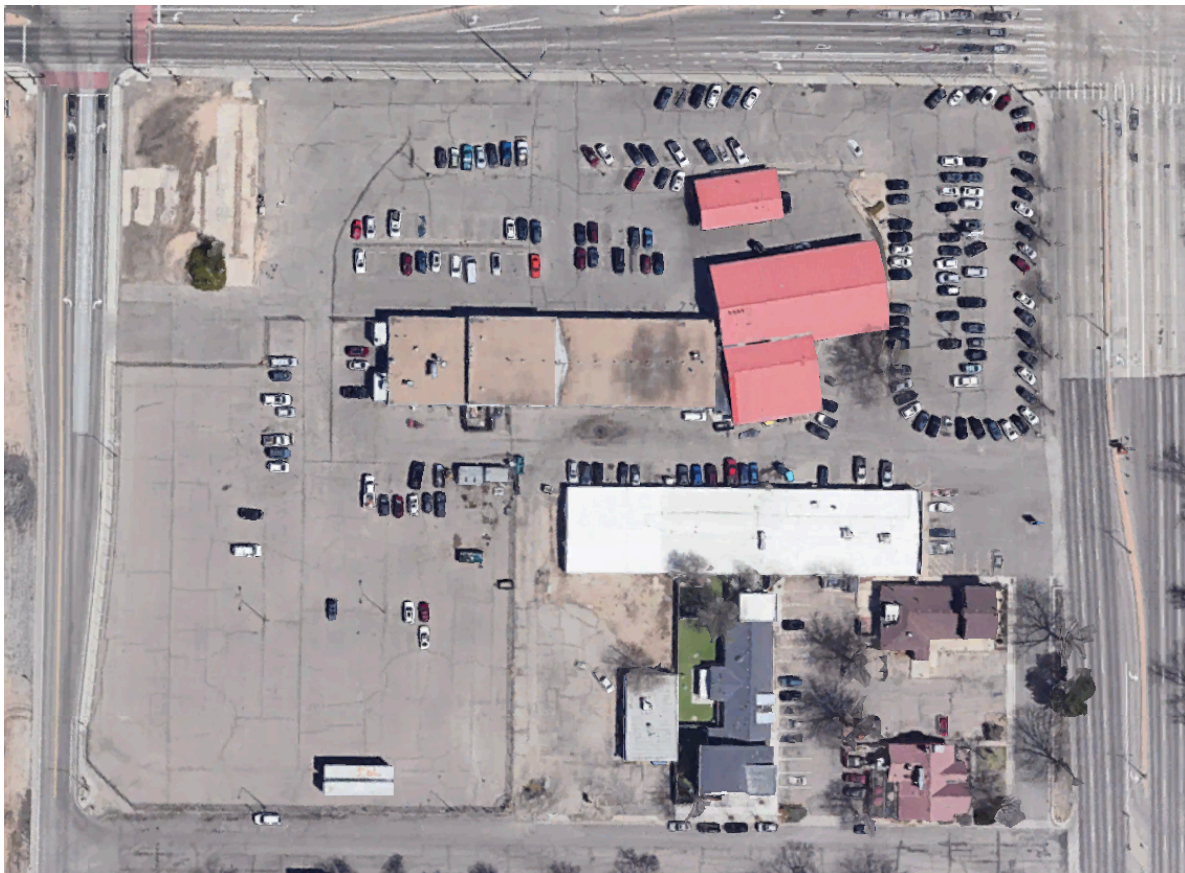
# THE OLD GHENT MOTOR BUILDING COULD BE REPURPOSED

by meg | Mar 30, 2024 | Built Environment, Historic Preservation | 0 comments



There's a perception that historic preservation only ever always gets in the way of development. Once we've saved one important house and turned it into a museum, what would be the need to landmark anything else? Can't the preservationists just focus on the museum and let everything else get scraped and replaced? We need more \_\_\_\_\_ (housing/office space/parking/big box stores/fill in the blank with whatever the need of the day is)!

But discounting historic preservation can have negative social, economic, and environmental ramifications. I've already written a whole four-part series on how historic preservation is an important part of **creating a vibrant local economy**, so I won't delve into that here. I would like to address one specific example in Fort Collins that shows just what it could look like to value historic preservation while at the same time allowing for new development.



A conceptual review was submitted to the City of Fort Collins in 2023 regarding the property where 2Mazda of Fort Collins (formerly Spradley-Barr Ford) is located. The proposal also includes the Sherwin-Williams property to the south and a third parcel that is used as additional parking space by the dealership. The City's Preservation Department had a historic survey completed on the property and found that the 2Mazda building (Possibly buildings. I haven't been able to read the report yet.) are eligible for historic designation. That means that there is something significant about the building(s) — most likely their relationship to a car-centric pattern of development that was new for the City at the time, their significantly mid-century Modern architectural design, and the new use of a construction technique in the back portion of the main building — and that they retain enough integrity to convey that significance.

When a commercial property contains a designated historic landmark or is found to contain a building eligible for designation, the City requires that the “proposed development is compatible with and protects historic resources” (LUC 3.4.7(A)1). In the case of the old Ghent Motor property (now 2Mazda), the code requires that “Historic resources on [the] development site are preserved, adaptively reused, and incorporated into the proposed development” (LUC 3.4.7(A)(1)). There's still a pathway towards demolition if the property owner wants to pursue that, but because of 3.4.7, they'll just have to take some extra steps to get there. I have yet to see a property owner take this route, at least not in the past decade or so. Usually when the property owner continues to insist that demolition is the only way to achieve their objective, they will appeal the eligibility decision to the Historic Preservation Commission, and if the HPC still upholds staff's decision, then the property owner can appeal to City Council.





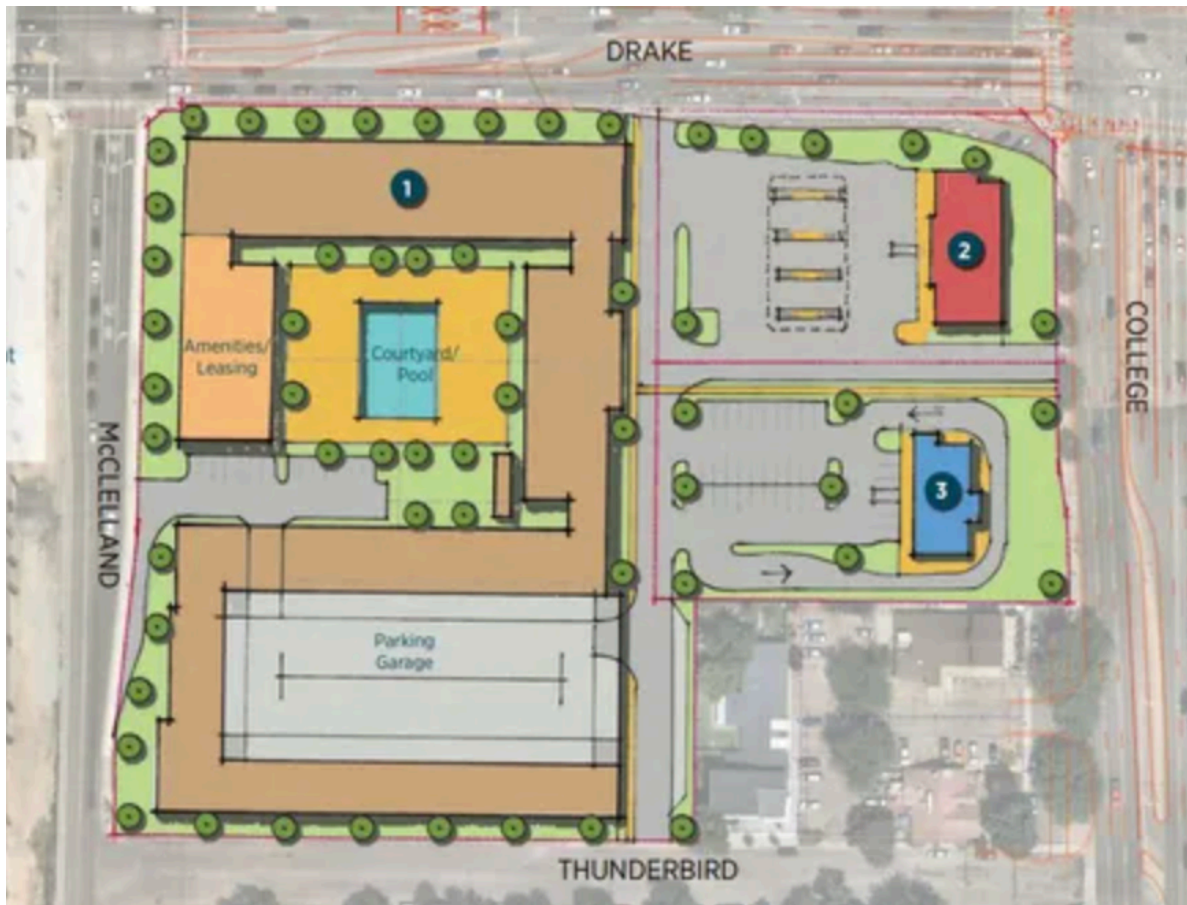
The kind of building reuse required by the Land Use Code, section 3.4.7, has been done many, many times within the city of Fort Collins, with good results. A recent, beloved example on the east side of town is the conversion of old farm buildings at Jessup Farm into a restaurant, cafe, brewery, and other small shops. While 205 single-family homes, 220 condos, and 330 apartment units were constructed on greenfields around the old farmstead, the adaptive reuse of the farmstead itself has provided a sense of connection to Fort Collins history that would have been lost if those buildings had been scraped. They add an authenticity to the entire development — a value add — that comes only by keeping the older buildings, with all of their character and patina.



The Balfour development proposed on E. Harmony in 2022 was going to leverage the historic farmhouses, barn, and shed to create a Western sense of place for the new 5-story independent living development. (The image above was taken from [the company's marketing materials](#) on the project.) Unfortunately, the project seems to have been canceled (perhaps due to the sudden rise in interest rates?), but the advantage of keeping and integrating the historic buildings into their design is evident as you look through the marketing materials developed for the project.

Other recent projects that have retained historic resources include the new Alpine Bank building on the southeast corner of College and Prospect, the Music District on S. College, and the lofts at 148 Remington Street.





So what the code is asking the developers of the old Ghent Motor property to do is to find a creative way to leverage the resource that they have on their property, rather than throwing it away. The historic resource has value to the community as a whole, reminding us of our past, including past values and stylistic choices. By retaining the resource and using it for a new purpose, the development would immediately retain a sense of authenticity that it would otherwise take decades to accrue. It would also keep materials out of the landfill and reduce the amount of new resources that need to be harvested, processed, hauled, and installed into a new building. And there's still plenty of room on the site for a significant amount of new construction.

Compare the developers' proposal (above) to what the project might look like if they instead retain the historic buildings (below). Granted, the image is an ugly cut-and-paste job and would require reworking, but it's enough to give you a sense of how the corner buildings could be retained and reused and there'd still be more than enough room to add all the things that the developers want to add.



The applicant is hoping to add a new gas station at the corner of Drake and College — half a mile south of where a gas station was recently scraped to be replaced by a bank and one mile east of where another gas station was recently converted into a pizza shop. (There’s also a gas station one mile to the north and half a mile to the south of this location. So if there used to be four, and two have already closed, isn’t that a sign that we don’t need another one? But what do I know.)

No matter what the applicant wants to put on the site, the code requires that they find a way to reuse the building on the corner or go through the necessary steps to demolish. Retaining the historic buildings wouldn’t be particularly onerous. The old Ghent building has a lot of natural light, making it a brilliant location for a restaurant or cafe. It could also be a beautiful retail space with ample floor space.

If we are in desperate need of housing, which we are, and have nowhere else to put that housing but where historic buildings reside, then we need to find a way to bear the loss while building for the need. But when there are times that we can provide for the desperate need while still retaining part of the DNA of our community — resources that help us



better understand who we are and where we've been — then why  
wouldn't we choose the path that helps us keep that sense of place?

Designed by **Elegant Themes** | Powered by **WordPress**

**From:** [Sue Schneider](#)  
**To:** [Historic Preservation](#)  
**Subject:** [EXTERNAL] Ghent Motor Property Development Proposal  
**Date:** Friday, April 12, 2024 8:52:27 AM

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To Whom It May Concern:

As a 4th generation Larimer County resident, my family and I have seen the many changes that have taken place over the years within the county and in the municipalities within the county. I certainly remember when Drake was the south end of town and the changes that took place during the 60s forever shaped what Fort Collins would become.

I implore you to consider the significance of the Ghent Motor property at 2601 S. College Avenue and encourage the developers to reuse the historic property rather than demolish it. I would have hoped the developers would be proud to represent a time in Fort Collins when growth was powered by the motor vehicle and urban sprawl. It is easy to think of historic preservation as relating to the early pioneers, but there have been pioneers throughout our development and different types of growth are represented by different types of structures. I would hope that the powers that be will see the significance of this property and act accordingly. The proposal as a whole is admirable and well thought out, but the desire to demolish a historically significant building is in my view short-sighted.

Thank you advance for your consideration.

Susan Abbott Schneider

> Sent from my iPad

## Jim Bertolini

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**From:** Bob Carnahan <bob@bcarnahan.com>  
**Sent:** Monday, April 15, 2024 2:06 PM  
**To:** Historic Preservation  
**Cc:** Jim Bertolini  
**Subject:** [EXTERNAL] 2601 S College appeal

Dear Commission members and staff,

I recently became aware that a prior determination relating to the property at 2601 S College is once again before you due to some procedural timeframe issues. This property was determined not to be historically significant in 2018. This entire mid-town redevelopment area needs mixed use properties with a focus on attainable, affordable housing. This property is not historically significant, just old. The entire area needs spruced up and this property seems to be key to moving that vision along the Max corridor forward. I encourage you to follow the direction and efforts already addressed in 2018. Let's get this redevelopment moving again.

With best regards,  
Bob Carnahan  
Fort Collins, Colorado  
Sent from my iPhone



## Jim Bertolini

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**From:** Lisa Clay <lclay@advancetank.com>  
**Sent:** Monday, April 15, 2024 2:02 PM  
**To:** Jim Bertolini  
**Subject:** [EXTERNAL] 2601 S. College Avenue Historic designation

Mr. Bertoli,

I heard that 2601 S. College Avenue is designated as a historic building. I admit to being surprised by that designation. After working with this issue at St. Joseph Catholic School and Church, I understand the desire to have such designations to preserve some of the historic culture of our community. I would not put the building at the Southwest corner of College and Drake in that category. There is very little, if anything, that makes one look at that building and find it culturally/historically relevant. I put it in the same position as the old Kmart building that was allowed to be torn down just due north of this location to make way for a new King Soopers. In this case it's a box with garage bays in the back, versus just a big box.

With all of the allowed renovation and new build within mid-town Fort Collins, the southwest corner would be a great location to allow change to occur to make what sits on that corner much more aesthetically pleasing to all.

I would respectfully ask that you lift the historic designation for this site.

Thank you, Lisa Clay

P.S. As a company that was not allowed to build in Fort Collins without making it look more like Woodward or HP back in the 1980's, not sure why this old car dealership, with its grey siding and red roof is something the City wants to maintain.

Lisa K. Clay  
CEO  
Advance Tank and Construction  
970-568-3444  
DD: 970-237-6438  
<http://www.advancetank.com>



## Jim Bertolini

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**From:** Glen Schwab <schwab11@comcast.net>  
**Sent:** Monday, April 15, 2024 11:07 AM  
**To:** Jim Bertolini  
**Subject:** [EXTERNAL] drake and college property

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Mr. Bertolini,

As a 40-year resident of Ft. Collins, I find it puzzling that a car dealership with no historical architectural features would be designated as a historical building in Ft. Collins. Looking at that building, nothing resonates with “historic landmark.” With the development of the new King Soopers shopping center directly north of this site, one would hope the renovation of the building / site in question would enhance the overall area and generate a new enthusiasm for the future of Ft Collins.

Thanks for your consideration.  
Glen Schwab

## Jim Bertolini

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**From:** Sara Vaught <sara@pennymade.co>  
**Sent:** Monday, April 15, 2024 1:24 PM  
**To:** Jim Bertolini  
**Subject:** [EXTERNAL]

To Whom it may concern,

I oppose the finding of historic eligibility for [2601 S. College Avenue](#). There is clearly no association with the history of Fort Collins.

The building is not historically significant whatsoever!

We need redevelopment in this area of Fort Collins. This could be an incredible opportunity for Fort Collins for local jobs, revenue and a fun practical mid-town experience.

Sincerely,  
Sara Vaught

Sara Vaught  
Client Relations Manager

—  
[pennymade.co](http://pennymade.co)

## Jim Bertolini

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**From:** David Everitt <dgecamino1@gmail.com>  
**Sent:** Tuesday, April 16, 2024 1:37 AM  
**To:** Jim Bertolini  
**Subject:** [EXTERNAL] Drake & College historical designation

It has come to my attention that the ugly building located on the SW corner of Drake and College has been designated as a historical site and that this designation is being reconsidered. I believe that the historical designation is inappropriate and shortsighted as it is inconsistent with the current and future redevelopment of the mid-town corridor as it will create a blighted eye-sore along college avenue in addition to effectively smothering the redevelopment of the site on which it is located into much needed high density living units which is consistent with our city's objectives to provide more urban housing. I urge the Historical Committee and the City Council to remove the historical designation for the betterment of our community.

Thank you,  
David Everitt





2601 South College Avenue  
Fort Collins, Co.

April 12, 2024

To whom it may Concern,

I oppose the finding of historic eligibility for 2601 south College Avenue Fort Collins, Colorado. This street corner is not clearly of any historic significance to this town and I feel the development of this prominent street corner in Fort Collins is advantageous to the entire community and will only improve and enhance the city on a major intersection. We need redevelopment in this midtown area, and this could be the catalyst to starting that. Please take a serious look at reversing this Historical classification.

Sincerely,

A handwritten signature in black ink, appearing to read "Tyler Texeira", written over a horizontal line.

Tyler Texeira

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