



Historic Preservation Services

Community Development & Neighborhood Services
281 North College Avenue
P.O. Box 580
Fort Collins, CO 80522.0580
970.224.6078
preservation@fcgov.com
fcgov.com/historicpreservation

Fort Collins Landmark Nomination

LOCATION INFORMATION

Address: 724 Martinez St.
Legal Description (<https://www.larimer.gov/assessor/search#/property/>):
LOT 18, ALTA VISTA, FTC
Property Name (historic and/or common): Chavez/Ambriz/Gonzales Property

OWNER INFORMATION

Name: Santiago, Monica, and James Gonzales, and Celina Maldonado
Company/Organization (if applicable):
Phone: 970-426-3600
Email: monica.gonzales2@uchealth.org
Mailing Address: PO Box 927, Wellington, CO 80549

FORM PREPARED BY

Name and Title: Same, with Yani Jones, City of Fort Collins Historic Preservation Services
Address:
Phone:
Email:
Relationship to Owner:
Date: 4/24/2024

ATTACHMENTS

For owner-initiated Landmark nominations:

- Completed Character-Defining Features Worksheet
- Signed and notarized Owner Landmark Agreement
- OPTIONAL: A Colorado Architectural Inventory Form 1403 for the nominated property with valid certification or re-certification from Historic Preservation Services staff (this documentation will otherwise be provided by staff)

For nonowner-initiated Landmark nominations:

- Completed Character-Defining Features Worksheet
- Signed and notarized Nonowner Landmark Petition
- A Colorado Architectural Inventory Form 1403 for the nominated property with valid certification or re-certification from Historic Preservation Services staff



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LANDMARK BOUNDARIES

Individual properties nominated for Landmark designation typically have boundaries that correspond to the legal description of the property.

If you are proposing a Landmark boundary that is different than the legal description of the property:

1. Specifically describe the proposed boundary or include a map.

2. Explain why you chose this boundary.

If there are multiple, related properties within a boundary, this is called a historic district. Please contact preservation@fcgov.com for assistance with nomination.

REASON(S) FOR LANDMARK NOMINATION

You may check more than one box, if relevant.

This place is important because of historic events or patterns that happened here or are reflected here.

1. Please describe below.
Over the years, there have been changes to the scenery. It tells a story related to the history of the sugar factory. It shows Hispanic history in the area. 4 generations of the family in the house.

This place is important because of its cultural associations.

1. Please describe below.
This property is associated with Hispanic history.

This place is important because it is associated with an important person or group of people.

1. Please describe below.
Maria Celina Gonzales lived here with her 8 kids. She worked for the school district in the kitchen, Water Pik/Taledyne making toothbrushes, showerheads, etc., and Wendy's when she retired. Fidel Gonzales worked for the sugar factory as a laborer in the factory, then for the pickle factory, for the school district as a custodian.

This place is important because of its architecture or type of construction, or because of its association with an important architect or builder.

1. Please describe below.

This house is an adobe building, one of the oldest in the neighborhood. There are only a few other adobe houses in the neighborhood. There was once a garage, and a bedroom addition that was added in the early 60s – Those were removed in the 70s by the City for adding in sewer line.

This place is important because it has archaeological significance or is likely to yield other types of historical information.

1. Please describe below.

There was an outhouse on site, and there is consistent flooding bringing objects onto the property from the nearby fields.

HISTORICAL INFORMATION

What do you know about the history of this place and the people who lived or worked here? If possible, please state where you learned this information. If you have submitted a completed survey form, please include only information not found in that document.

If you have any historic photos or other related documents you would like to include, please either insert them in this section or attach them.

Maria worked hard to take care of this house, her dream house that she loved. It was her pride and joy. The yard, especially; you could hear music in the wind, crickets, like being up in the mountain. It should be preserved in her honor.

Santiago worked for the pickle factory, for Weber, Poudre, Leshner, Boltz, Academy on Mountain, the Forest Service during the Big Thompson flood. Working for the Forest Service, he helped build trails and cleared the trash. He lived in this house since he was five years old. He loved the neighborhood – It was a community, working together, and also keeping each other's privacy. People would have barbecues and get togethers.

The neighborhood was called the Spanish Colony once, the Colony, and Alta Vista after annexation. There was once another park on the northwest side of the neighborhood, on the other side of the houses behind the current park.

BUILDING INFORMATION

If you don't know the answer to a prompt, you can write "unknown."

Construction Date: unknown

Architect/Builder: unknown

Building Materials: Adobe with stucco, frame addition

Architectural Style and/or Type: Adobe residence

What do you know about changes that have been made to this place over time?

For instance, were there any additions? Were certain windows or other materials replaced? Are there any accessory buildings, like sheds or garages, and when were they built? Are there any important landscape or surrounding features? If you have submitted a completed survey form, please include only information not found in that document.

Adobe house, garage built before early 60s, then bedroom addition early 60s. Garage, bedroom, and kitchen demolished in the 70s, and bathroom/laundry also added. Fence also added in 80s. The trees on the fence-line were planted around the 60s.

ADDITIONAL INFORMATION

Is there anything else you would like to add?

FOR STAFF USE ONLY	
Reviewed By: HPS Staff	Date: 6/26/2024
Notes: Staffs supports eligibility under Standard 1 (agriculture, social, and Hispanic history) and Standard 3 (architecture) based on the information above and the information in the attached historic survey.	



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Character-Defining Features Worksheet

Address: 724 Martinez St.

Date: April 24, 2024

Completed By: Monica, Santiago, and James Gonzales, and Celina Maldonado

What physical features are important to telling the story of this place and/or conveying its significant design/construction? These elements are “character-defining features.”

Character-Defining Features	
<p>From Afar <i>What is important to the character of this place when viewed at a distance?</i> Consider elements such as the roof form (e.g., gabled, hipped, etc.), the building plan, or shape, and height (e.g., 2-story, square, asymmetrical, etc.), the type of materials (e.g., wood shingled roof, brick, wood siding, etc.), any important structural components (e.g., porches, carports, decks, etc.), site layout, etc.</p>	<p>The depth of the lot, the view on the corner (location), adobe material, gabled roof</p>
<p>From Up Close <i>What is important to the character of this place when viewed up close?</i> Consider elements such as the window types and materials (e.g., double-hung wood windows, brick sills, stone lintels, etc.), the doors and their materials, any decorative features (e.g., types of molding, decorative brickwork, turned posts, gable-end shingles, etc.), any masonry patterns, siding style, etc.</p>	<p>Texture of the walls, locations of the windows</p>
<p>Associated Buildings/Structures/Landscape/Setting <i>Are there any associated buildings, structures, landscape features, or elements of the surrounding area that are related to the important story of this place and/or reflect its significant design/construction?</i> If yes, list them here, and identify their character-defining features in the same manner as above.</p>	<p>Rich soil, the location is important in the Alta Vista neighborhood and sugar factory</p>

FOR STAFF USE ONLY

Reviewed By: HPS Staff

Date: 6/26/2024

Notes:

Staff concurs with the applicants. Character defining features include: adobe brick material, linear construction, limited ornamentation, 1976 frame addition, and its location and setting within the Alta Vista neighborhood. It should be noted that because the period of significance of this property extends to the present due to ongoing associations with the Hispanic community, flexibility should be extended when considering alterations to this property.

ACKNOWLEDGEMENT

Property: 724 Martinez Street Fort Collins CO 80524

The undersigned owner, or owners, of the Property hereby submit the Property for designation as a Fort Collins landmark pursuant to the Fort Collins Landmark Preservation Ordinance, Chapter 14 of the Code of the City of Fort Collins. The undersigned owner, or owners, certify that all signatures necessary to consent to the designation of the Property are affixed below.

I understand that upon designation, I or my successors will be required to receive approval from the City of Fort Collins Historic Preservation staff prior to the occurrence of any of the following:

- Preparation of plans for reconstruction or alteration of the exterior of the improvements on the Property or interior spaces readily visible from any public street, alley, park, or other public place; and/or
- Preparation of plans for construction of, addition to, or demolition of improvements on the Property.

DATED this April day of 24th, 2024

Owner Name (please print) Monica Gonzales, Santiago Gonzales, Celina Maldonado, James Gonzales

Owner Signature Monica Gonzales, Celina Maldonado, Santiago Gonzales, James Gonzales

State of Colorado

)ss.

County of Larimer

CORINA HARTZOG
Notary Public
State of Colorado
Notary ID # 20174008848
My Commission Expires 02-27-2025

Subscribed and sworn before me this 24th day of April, 2024.

by Monica Gonzales, Santiago Gonzales, Celina Maldonado & James Gonzales

Witness my hand and official seal. My commission expires 2-27-2025.

Corina Hartzog
Notary



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OFFICIAL DETERMINATION: FORT COLLINS LANDMARK ELIGIBILITY

Resource Number: B3003 (City); 5LR.10643 (State)

Historic Building Name: Spanish Colony #18 / Ambriz-Chavez-Gonzalez Property

Property Address: 724 Martinez Street

Determination: ELIGIBLE

Issued: July 2, 2024

Expiration: July 2, 2029

Monica, Santiago, & James Gonzalez, & Celina Maldonado
724 Martinez Street
Fort Collins, CO 80524-2317

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 a City staff historian 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 historian in the attached form.

Significance

Historian's evaluation:

This site has been evaluated against the City of Fort Collins Significance Standards and is found to be significant in the areas of Agriculture, Social History/Hispanic Ethnic History, and Architecture under Standards 1 and 3. Under Significance Standard 1, the site is significant for its association with early sugar beet agriculture and with the city's Hispanic residents. Originally constructed by Great Western Sugar to house beet workers and their families, this site is closely associated with the sugar beet industry and industrial agriculture of the early twentieth century....

The site is also significant under Standard 1 in the area of social history and Hispanic ethnic history for its association with Fort Collins' Hispanic community.

Under Standard 2, the site is associated with the Ambriz and Gonzales families. Although the members of these families are known and members of the Gonzales family played a part in addressing educational discrimination through the Poudre School District's Mexican American Parent Advisory Commission, none have made specific, documented contributions to the history of the community. The site is recommended not eligible for local landmarking under Standard 2.

Under Standard 3, the site is significant for its vernacular adobe construction and for its distinctive 1970s addition constructed with the support of HUD grant funds.

Staff agrees with the historian's conclusions regarding the property's significance under Standards 1 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

Historian's evaluation:

This site is significant in the areas of Agriculture, Social History, and Architecture for its association with early sugar beet agriculture, association with the city's Hispanic community, and as a rare remaining example of adobe-brick construction. As such, the site's character defining features are its adobe brick material, linear construction, limited ornamentation, 1976 frame addition, yard surrounded by chain link fence, and its location and setting within the Alta Vista neighborhood.

The site retains integrity of location and setting. The building remains in the spot where it was originally constructed within the Alta Vista neighborhood. Although the streets were paved and some nearby residences constructed in the 1980s and 1990s, the neighborhood retains its residential character and many elements of its origins as a Hispanic community constructed by the sugar factory, including narrow street right-of-ways, minimal street setbacks, and no sidewalks. Integrity of workmanship, materials, and design is retained through the original adobe construction and the later additions and alterations. Although the building has seen changes over the last 100 years (including an adobe addition between 1923-1949, the likely replacement of a flat roof with a side gable roof in the 1920s, a wood frame addition in 1976, and replacement of all windows in 1976) these changes support the site's significance under Standards 1 and 3 as they reflect the property owner's financial investment in improving living conditions over time as their budget allowed and the financial support provided by the City of Fort Collins as it grappled with changing attitudes towards Hispanic communities in the 1970s. Integrity of feeling and association remain intact; the size of the residence, its materials, additions, and location provide a direct connect to the site's history and association with Hispanic beet laborers. The site is clearly identifiable as an early

twentieth century residence. The site retains sufficient integrity to convey 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:

This property is considered Eligible for Landmark designation under City Standards 1 and 3 as outlined in Municipal Code 14-22 and is considered an "historic resource" as defined in Municipal Code 14-3.

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 preservation@fcgov.com, or 970-224-6078.

Sincerely,

Jim Bertolini
Senior Historic Preservation Planner

Attachment: Colorado Cultural Resource Survey Architectural Inventory Form 1403, dated May 2024.

Resource Number: 5LR.10643 (State); B3003 (City)
Temporary Resource Number: [Click here to enter text.](#)

Address: 724 Martinez Street

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 site is recommended eligible for listing as a local landmark under Significance Standards 1 and 3 in the areas of Agriculture, Social History/Ethnic History-Hispanic, and Architecture for its association with early beet farming, the Hispanic community, and as a rare remaining example of adobe brick construction. The site is recommended eligible for listing on the National Register of Historic Places under Criteria A and C for the same reasons. If a historic district were established in the Alta Vista neighborhood, this site would be a contributing property.

I. Identification

1. Resource number: 5LR.10643 (State); B3003 (City)

Resource Number: 5LR.10643 (State); B3003 (City)

Temporary Resource Number: [Click here to enter text.](#)

Address: 724 Martinez Street

2. Temporary resource number: [Click here to enter text.](#)
3. County: Larimer
4. City: Fort Collins
5. Historic building name: Spanish Colony #18 / Elizabeth Ambriz Property / Chavez Property
6. Current building name: Gonzales Property
7. Building address: 724 Martinez Street
8. Owner name and address: Monica Gonzales, Santiago Gonzales, James Gonzales, Celina Maldonado, 724 Martinez Street, Fort Collins, CO 80524

II. Geographic Information

9. P.M. 6 Township 7 N Range 69 W
SE ¼ of SW ¼ of SE ¼ of SE ¼ of section 1
10. UTM reference
Zone 13; 494895 mE 4494019 mN
11. USGS quad name: Fort Collins
Year: 2022 Map scale: 7.5' 15' Attach photo copy of appropriate map section.
12. Lot(s): 18 Block: #
Addition: Alta Vista Year of Addition: 1974
13. Boundary Description and Justification:
The site boundary does not exceed the legal property boundary described by the Larimer County Tax Assessor as, "Lot 18, Alta Vista, Fort Collins."

III. Architectural Description

14. Building plan (footprint, shape): U-plan
15. Dimensions in feet: Length 45 x Width 30
16. Number of stories: 1
17. Primary external wall material(s): Adobe, Stucco, Horizontal Wood Siding
18. Roof configuration: Cross Gabled
19. Primary external roof material: Asphalt
20. Special features:
Fence
21. General architectural description:
The site consists of a single-story, U-plan residence originally constructed in 1923, with an addition to the east end in 1976. The east portion of the house rests on a concrete foundation, the foundation was not visible on the remainder of the building. The majority of

the building is composed of adobe brick with stucco exterior cladding; the southeast leg of the U-shaped plan is clad in horizontal wood siding. The roof is cross-gabled and clad in asphalt shingles.

The façade faces east and the primary entrance is located at the south end of the elevation, within the 1976 addition. The entry is a paneled vinyl door with nine inset lites. To the north is a one-by-one lite sliding metal window set in a wood surround with a lipped lintel. Above, in the gable peak, is a louvered wood vent set in a wide, simple wood surround.

The north elevation has a one-by-one lite sliding metal window set in a simple wood surround. An open metal pipe emerges from the exterior cladding near the intersection of the east-west roof and north-south roof. An electrical box is attached to the exterior near the northwest corner.

The west elevation has a one-over-one lite hung metal window set in a wood surround at the north end of the elevation. It appears that another opening near the south end has been closed and covered over with stucco.

The south elevation of the west leg of the U-shaped plan has a one-over-one lite hung metal window set in a wood surround with a lipped lintel. Above, in the gable peak is a louvered wood vent set in a wide, simple wood surround.

The east elevation of the west leg of the U-shaped plan has no fenestration.

The central portion of the south elevation has a six-lite wood window set in a wood surround with a lipped lintel.

The west elevation of the east leg of the U-shaped plan has a small, one-by-one lite sliding metal window.

The south elevation of the east leg of the U-shaped plan has a one-by-one lite sliding metal window.

22. Architectural style/building type:

No Style / Cross Gabled

23. Landscaping or special setting features:

The site is located on a corner lot within the Alta Vista neighborhood of Fort Collins. Martinez Street extends along the south and west site boundaries and a gravel drive leads from the street to the east elevation of the building. A chain link fence surrounds a portion of the property and a concrete path leads from the fence gate to the primary entrance. Tall cottonwood trees shade the lot and small bushes are present along the north and south elevations.

The surrounding neighborhood is generally composed of 1 and 1½ story residences with shallow setbacks. Tall cottonwoods and willow trees are located throughout, and Dry Creek extends along the south boundary of the neighborhood. A small park is east of the site, near the neighborhood entrance.

24. Associated buildings, features, or objects:

N/A

IV. Architectural History

25. Date of Construction: Estimate: ##### Actual: 1923

Source of information: City of Fort Collins, *Hang Your Wagon to a Star: Hispanics in Fort Collins, 1900-2000*, Historic Context by Adam Thomas, SWCA Environmental Consultants, 2003, p6.

26. Architect: Great Western Sugar Company

Source of information: City of Fort Collins, *Hang Your Wagon to a Star: Hispanics in Fort Collins, 1900-2000*, Historic Context by Adam Thomas, SWCA Environmental Consultants, 2003, p6.

27. Builder/Contractor: Felipe and Pedro Arellano

Source of information: City of Fort Collins, *Hang Your Wagon to a Star: Hispanics in Fort Collins, 1900-2000*, Historic Context by Adam Thomas, SWCA Environmental Consultants, p6.

28. Original owner: Great Western Sugar Company

Source of information: Quit Claim Deed, Book 942, Page 12, recorded December 20, 1952.

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

This site was constructed in 1923 as a two-room, rectangular, adobe brick residence. It is likely that the building was constructed with a flat roof and was probably modified with a gable roof to prevent excessive water damage soon after its construction; a side-gabled roof is visible in the Tax Assessor photograph taken in 1949. An addition to the northeast corner of the residence was constructed at an unknown date between 1923-1949. At this point, the original primary entrance on the west elevation was moved to the southeast corner of the addition. A garage was added to the site in 1959 and demolished in 1976. In the 1960s, an L-plan portion was added to the east elevation of the previous addition. Planning documents at the city list this addition as a kitchen, bedroom, and bathroom.

A significant remodel occurred in 1976 in association with a housing rehabilitation grant (see Figure 5). During this remodel, the secondary L-plan addition was demolished and the entrance to the addition at the north end of the east elevation was infilled with a

metal horizontal sliding window. A new addition encompassing a bathroom and utility room was added to the southeast corner, an existing window on the south elevation was infilled with drywall and an existing exterior opening was enlarged and the door removed. The addition supported two metal, horizontally sliding windows. Windows on the west and north elevation and on the west leg of the south elevation were replaced with one-over-one lite hung metal windows. The roof was repaired and reshingled; a chimney hole over the central portion of the house was patched and drip edges, rake rafters, fascia, and gutters were installed and painted. Cracks and holes in the exterior stucco were patched, larger repairs to the exterior included wire netting attached with ring shank nails.¹

In addition to the exterior alterations, the interior also saw significant changes. A new sink and cabinets were added to the kitchen, new drywall was installed on the ceiling, the walls were painted, and new linoleum was added over the top of the older patched and repaired floor covering. Closets were added to the bedrooms and both bedrooms were painted.

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

V. Historical Associations

31. Original use(s): Domestic – Single Dwelling
32. Intermediate use(s): [Click here to enter text.](#)
33. Current use(s): Domestic – Single Dwelling
34. Site type(s): Residence
35. Historical background:

Context

Fort Collins' Hispanic/Mexican American History²

The early history of Hispanic settlement in Fort Collins was closely tied to farming and ranching. Mariano Modena is known as the first European settler in Larimer County. In 1858, Modena moved his family to the Big Thompson River Valley to what is now the Loveland area in southern Larimer County. Other Hispanic families joined him and took advantage of the Homestead Act after its passage in 1862 to solidify land claims. Among the early arrivals to the Fort Collins area was José de Jesús Aragón and his family who arrived in Fort Collins with a group from New Mexico. Over the late-1800s and early-1900s, more Mexican Americans and new immigrants from Mexico lived as seasonal

¹ "Maria Gonzales Residence - 724 Martinez Street." Planning document and schematics, 1976. Document on-file with City of Fort Collins.

² The following section is excerpted from "Latinx History in Fort Collins," webpage, City of Fort Collins, <https://www.fcgov.com/historicpreservation/latinx>.

labors or as new settlers in the Fort Collins area, where they worked on farms, ranches, on railroad crews, in sandstone and limestone quarries, and in the sugar beet industry. By the 1900s, the Mexican American community was well-established with many businesses owned by, or catering to, the needs of these residents.

However, between 1910 and 1930, factors in both northern Colorado and in Mexico and the southwest United States compelled more Hispanic families to move to Fort Collins. A civil war in Mexico, known as the Mexican Revolution, between 1911-1920 destabilized the country and compelled many Mexican families to move north to the United States. Jobs in the United States, frequently in agriculture and manufacturing, provided the hope of a more peaceful and prosperous life. Nearly a tenth of Mexico's total population migrated to the United States and Canada during this period. Those that chose Fort Collins were drawn by available jobs for, and active recruitment by, the agricultural industry that was booming in northern Colorado at the time. One of the significant recruiters of Mexican Americans to Fort Collins was the Great Western Sugar Company which had purchased the beet sugar factory on East Vine Drive in 1904. Many Hispanic families initially found work in the factory's limestone operation at Ingleside, which became a sizeable lime quarrying facility for Great Western Sugar that supplied processing lime for most of the company's operations throughout the west. As the community grew, they found jobs working at the factory itself and on the sugar beet farms in the region that supplied Great Western Sugar. Other families worked on area farms that were growing livestock or produce for the surrounding region. Fort Collins' beet sugar industry had relied on labor from the ethnic Germans from Russia for most of the first decade of production, but the First World War cut off immigration from Europe, and the ethnic Germans moved on to less intensive and better paying work. This led to a labor shortage that Mexican immigrants filled. Approximately ninety percent of new migratory laborers Great Western Sugar brought to Larimer and Weld Counties between 1910-1930 were from Mexico.

Early Hispanic residents in Fort Collins were largely single men working as migrants on area farms and staying in farm shanties, bunkhouses, or hotels and boarding houses in town. However, as Mexican immigrants became a dominant source of labor for Great Western Sugar in the late-1910s, whole families moved to the area. The sugar beet work itself was intense, as sugar beet farming relied on hand laborers well into the 1950s, despite advances in agricultural equipment and technology. Similar to the Germans from Russia before them, Mexican families that relocated to Fort Collins to work in the sugar beet industry adapted to an economic system designed to exploit cheap immigrant labor. In order to keep the beet sugar industry profitable, companies like Great Western Sugar

paid farmers to grow beets – farmers who typically relied on contract labor at per-acre prices. To make a living wage, most laborers would commit to tending more acres of beets than they could possibly work themselves. This often meant that full families, including children, were expected to work the fields alongside their parents. It also meant that farm laborers frequently were provided very simple dwellings in order to save on costs.

Alta Vista Neighborhood

In the 1920s, Great Western Sugar realized they needed to offer an incentive to migrant workers if they were to remain in Fort Collins year-round. The company planned to build affordable, comfortable housing for their workers and in 1922, thirteen adobe-brick homes were erected near the Fort Morgan sugar factory.³ The following year, Great Western erected six, two-room adobe homes on company owned land in Fort Collins, within walking distance of the sugar factory. Hispanic laborers and their families could purchase one of these homes on a 50x85 foot lot through the company's installment plan: residents paid nothing the first year, \$40 per year over the next three years, and in the fifth year paid \$25-\$50 for the lot.⁴ In addition, Great Western paid the property taxes for the first five years and did not charge interest on the loan.⁵ Prospective residents were screened, "to select the best workers" and character references were required; because the homes were privately owned by the company, residents could be ejected if misconduct was perceived or illegal activities occurred.⁶ Originally known as the "Spanish Colony", the subdivision was officially platted and named "Alta Vista" in 1927, residents referred to the area as "la Colonia Española" or "la Colonia". The plans submitted to Larimer County depict 41 lots organized along the north-south A and B Streets (now Alta Vista and Martinez Streets, respectively) and the east-west Main Street, Dry Creek forms the south boundary (see Figure 1).⁷ Great Western Sugar continued to construct residences and sell them to local laborers through the 1940s, although later homes were not constructed with adobe.⁸ As the Great Western Sugar plant in Fort Collins scaled

³ Thomas, *Hang Your Wagon to a Star*, 5; some homes were also relocated from urban redevelopment sites in downtown Fort Collins, such as 732 Alta Vista, relocated from 222 N. Meldrum in the mid-1970s to make way for a new City Hall Building.

⁴ Evadene Burris Swanson, *Fort Collins Yesterdays*, George and Hildegard Morgan: Fort Collins, CO, 1975, 63.

⁵ Thomas, *Hang Your Wagon to a Star*, 6.

⁶ Swanson, *Fort Collins Yesterdays*, 63.

⁷ "Map of Alta Vista Subdivision." Plat plan, 1927. Document on-file with Larimer County Recorder's Office.

⁸ Alta Vista Neighborhood, Draft Historic Cultural Landscape Form, Colorado Cultural Resources Survey, 2017. Document on-file with City of Fort Collins.

back and closed in 1955, many Hispanic workers shifted to other agricultural and industrial work, service work, or joining the construction crews on the Colorado-Big Thompson Project, a massive project to divert Colorado River water to the Colorado Front Range, initiated in 1947 and lasting into the 1950s.

Alta Vista, along with its earlier counterparts of Buckingham and Andersonville that together are known as the *Tres Colonias*, is located on the east side of the Poudre River, which kept laborers within walking distance of the company factory and beet fields but was also designed with the intent of segregating foreign-born families from Anglo-American neighborhoods west of the river. Claimed by neither Larimer County nor the City of Fort Collins, the neighborhood lacked critical infrastructure like paved roads and sewer connections until the 1970s and 1980s. The City had operated sewers south of the Poudre River since the 1880s and began paving streets south of the river in the 1920s, but this investment in public infrastructure for wealthier whiter neighborhoods did not extend to Alta Vista. Local resident Elvira Ortega notes in an oral history interview in 1983, "When we first moved in there was no sewer system. I personally was raised with outside toilets and woodburning stoves until I was fourteen years old...There were no street names. We were just a colony, a cluster".⁹ In order to improve their neighborhood, residents of Alta Vista took it upon themselves to advocate for and make the needed changes. As Adam Thomas notes in *Hang Your Wagon to a Star*, "A few years after the first adobe homes rose ... Alta Vista residents began electing "mayors" to one-year terms."¹⁰ Although these grassroots leaders were not officially recognized by the City or County, they worked to maintain and improve their neighborhood. One such mayor, Charlie Martinez, collected a dollar from each family in the neighborhood to purchase gas for the trucks that brought in sand and gravel to level the dirt streets.¹¹

In the 1970s, pressure and increased activism from the national Chicano political movement and local Hispanic leaders spurred city officials to improve conditions within Hispanic neighborhoods. Fort Collins' Housing Authority, established in 1971, submitted a grant request for housing rehabilitation to the Department of Housing and Urban Development (HUD) in 1975.¹² The city received a \$200,000 Community Development

⁹ Elvira Ortega, Oral History Interview with Ellen T. Ittelson, November 17, 1983. Fort Collins Museum of Discovery, <https://fchc.contentdm.oclc.org/digital/collection/oh/id/1420/rec/4>.

¹⁰ Thomas, *Hang Your Wagon to a Star*, 9.

¹¹ *Ibid.*, 10.

¹² "Housing authority discussion planned." *Coloradoan*, February 25, 1971, pg 2. "Housing rehabilitation program moves forward." *Coloradoan*, November 20, 1975, pg 1.

Block Grant (CDBG); as noted by City Council in November 1975, "The housing rehabilitation grant program is the first step in a multi-year plan [to] alleviate health, safety, and substandard housing problems, and to provide basic facilities and services to the neighborhoods of Andersonville, Atla Vista, and Buckingham."¹³ A portion of the grant paid for sewer hookups after the City completed a related Capital Improvement Project to extend sanitary sewer service to Andersonville and Alta Vista; the remainder of the funding was used to rehabilitate individual homes.¹⁴ Residents of these neighborhoods helped to devise disbursement guidelines alongside the Housing Authority and Human Relations Commission.¹⁵ Only owner-occupied homes could be funded for rehabilitation and each home received \$4,000, up to \$5,000 for "extraordinary circumstances"; City Council later increased this amount to \$7,500.¹⁶ According to Thomas, the City invested more than \$1.5 million in Alta Vista improvements and infrastructure between 1975-1980.¹⁷

Although the city had good intentions for its housing improvement program, some residents had negative experiences. Portions of homes deemed unsafe by city officials were demolished, removing the work residents had put into their properties during the previous decades.¹⁸ In 1978, residents of nearby Buckingham were expected to cover the cost of sewer hookups and assessments when the city finally extended sewer service to the neighborhood.¹⁹ Other unintended consequences of the program did not become clear until decades later. Increases in land and home values lead to an increase in property taxes which made it difficult for residents on fixed incomes to repair or upgrade their homes.²⁰

"City Council to hear reports on housing projects, finances." *Coloradoan*, November 19, 1975, pg 1.

¹³ "Hearings slated on Community Development Fund." *Coloradoan*, November 17, 1975, pg 3.

"City planning task forces, NIA organizing, preparing for work." *Coloradoan*, October 23, 1975, pg. 3.

"Fort Collins Housing Rehabilitation Grant Program, Program Guidelines." City Council Minutes, November 18, 1975. Document on-file with City of Fort Collins.

¹⁴ "Housing rehabilitation program moves forward." *Coloradoan*, November 20, 1975, pg 1.

¹⁵ "First NIA meeting scheduled Wednesday." *Coloradoan*, October 21, 1975, pg 2.

¹⁶ "Housing rehabilitation program." *Coloradoan*, November 20, 1975, pg 3.

"Street controversy tabled after criticism by residents." *Coloradoan*, January 21, 1976, pg 3.

¹⁷ Thomas, *Hang Your Wagon to a Star*, 10.

¹⁸ "Notice to Public," *Coloradoan*, July 11, 1976, pg 43.

¹⁹ "City fees hardship for some Buckingham residents." *Coloradoan*, February 5, 1978, pg 11.

²⁰ Clayton A. Hurd, "Fort Collins Sustainability and Social Inclusion Research Project: Report of Phase I Preliminary Findings," Prepared for the City of Fort

Adobe Homes

Adobe has been used as a building material for thousands of years across the world. Indigenous peoples of the American Southwest used adobe as a mortar between stones or shaped the material to form walls. Adobe is the ideal building material for hot, dry climates; during the day, it absorbs the heat of the sun, allowing the interior to remain cool and in the evening, it releases the stored heat, warming those sleeping inside.²¹ In addition, adobe is made from naturally occurring resources that require no refinement and returns to the state in which it was found if the structure is abandoned. Spanish colonists to the Americas in the sixteenth and seventeenth centuries brought with them rectangular molds to form the adobe into standard sized bricks which could be used to construct bigger and more complex structures; the Spanish had learned this technique from the Moors who brought the technology from North Africa to Spain during their occupation of the territory in the eighth through fifteenth centuries.²² Spanish colonists and their descendants made use of adobe construction, using both Spanish and indigenous methods, in a variety of ways, constructing homes, barns, commercial buildings, churches, and schools from the material. As Robert Adams describes in his book *The Architecture and Art of Early Hispanic Colorado*, "Adobe buildings were popular first because they were cheap and pleasant to live in. Fires which plagued wooden frontier towns were almost unknown, rats and mice found few hiding places in the solid walls and floors, and the sounds of neighbors...were modulated by the thick walls."²³

Although the building material was versatile, it did limit the size and shape of structures. Timber for roof beams was in short supply in the dry American Southwest, so rooms had to remain narrow enough to be spanned by the shortened logs.²⁴ Because of this limitation, when families added new members by birth or marriage, they constructed additional rooms in a linear manner, end-to-end with previous rooms. These linear combinations of one-room units could form L- or U-plan homes or eventually, a

Collins, 2015, 25. Document on-file with City of Fort Collins.

²¹ Peter Nabokov, "Adobe: An Ancient Folk Technology," *Music and Crafts of the Southeastern United States*, Festival of American Folklife Program, (Smithsonian Institute, 1981), 25. https://folklife-media.si.edu/docs/festival/program-book-articles/FESTBK1981_08.pdf

²² Robert Adams, *The Architecture and Art of Early Hispanic Colorado*, (Colorado Associated University Press and State Historical Society of Colorado, Denver, CO, 1974), 34-35.

²³ Adams, *Early Hispanic Colorado*, 34.

²⁴ *Ibid.*, 36.

completely enclosed square with a central courtyard, known as a *hacienda*.²⁵ In some locales, adobe structures included gabled roofs; this variation was due to differing climate conditions, availability of and access to materials, or interactions with neighboring cultures.²⁶ In northern climates, gable roofs were frequently added to shed rain and snow which is damaging to adobe bricks.

Site History

As noted in previous site forms, this site was constructed in 1923 for use as a residence for sugar beet laborers. The first known occupants are the Chavez family; members of the family resided here from c. 1935-1959.

Chavez Family

Eulogio Chavez was born in the San Luis Valley in 1863.²⁷ He married Cleofás Carrillo in 1897 and the pair came to Fort Collins in 1903; by 1910, the family was residing on Cherry Street. Eulogio supported his large family through his work as a farm laborer, he and Cleofás had thirteen children together. It appears that the Chavez family moved into this residence c. 1935; Eulogio and his sons, Lloyd and Donald are noted in the newspaper as residing at #18 Spanish Colony in the late 1930s and 1940s.²⁸ Sadly, Cleofás and Eulogio both died in the late 1930s, they are buried near each other in Grandview Cemetery.

Ambriz Family

The 1940 census indicates Elizabeth Ambriz (née Chavez, born to Eulogio and Cleofás in 1916) lived here with her husband, Mike Ambriz, whom she had married in 1939. The census taker noted they had resided in the same house in 1935. In 1952, Great Western Sugar sold this site to Mrs. Elizabeth Ambriz. It appears that there was some issue with the property title – two additional deeds retrieved from the Larimer County Recorder's Office note the transfer of Lot 18 in Alta Vista to Elizabeth Ambriz, from her

²⁵ Thomas, *Hang Your Wagon to a Star*, 12.

²⁶ Chris Wilson, "Pitched Roofs Over Flat: The Emergence of a New Building Tradition in Hispanic New Mexico," *Perspectives in Vernacular Architecture*, Vol. 4, 1991.

²⁷ "Pneumonia Causes Death Of Eulogio Chavez, 76." *Express-Courier*, September 26, 1939, pg 2.

²⁸ "Passenger Hits, Kills Man Here." *Coloradoan*, August 23, 1948, pg 1.

"1,561 Residents of County Draw Pension Checks." *Express-Courier*, March 22, 1940, pg 8.

brothers Donald S. Chavez and Lloyd A. Chavez. In addition, Elizabeth had Great Western Sugar summoned to civil court to adjudicate the property rights related to this site in January 1953.²⁹ A decree recorded with the Larimer County District Court in February 1953 declared Ambriz the true legal owner of Lot 18 and stated she had been, "in actual, open, exclusive and notorious adverse possession" of the property and paid all property taxes for the previous seven years.³⁰ Elizabeth retained ownership of the site through 1959, when she sold it to L. P. Starkey. The Ambriz's then purchased a home at 214 N. Meldrum and continued to reside there through 1976 when that property was demolished for a new City Hall building; the 1960 city directory notes Mike's employment at the Ideal Cement Plant.³¹ Elizabeth passed in 1998 and Mike in 2000, they are buried beside each other at the Grandview Cemetery (see Figure 2).

Gonzales Family

Fidel and Sally Gonzales first appear as residents in the 1963 city directory, where their occupations are listed as employee of the Dreher Pickle Company and employee at the Ideal Café (218 Linden), respectively. Fidel was born in Mesilla Park, New Mexico in 1929; Maria Celina (also Sally) was born in 1933 in Cimarron, New Mexico.³² The pair married at an unknown date and came to Fort Collins together in 1960. For a time, the family lived at 117 Linden, but by 1963, Fidel, Sally, and their eight children were residing on this site.³³ Gonzales worked for several farms, the Dreher Pickle Company and later in life for the Poudre School District as a custodian while Sally worked for Teledyne/Waterpik. In his obituary, Fidel was described as a "responsible, hardworking man, who loved his family. He loved to take his family on Sunday drives, work on cars, dance, and shop the Flea Markets".³⁴ The Gonzales children attended Fort Collins schools and in 1970, Fidel and Sally were appointed to a resource committee for the Poudre School District's Mexican American Parent Advisory Commission.³⁵ The commission's function was to, "advise the Poudre School District R1 ... of ways and means of providing maximum education

²⁹ "Summons in Civil Action." *Coloradoan*, January 7, 1953, pg 4.

³⁰ Decree, Civil Action #11264. Book 944, Page 219, Larimer County Recorder's Office. Recorded February 17, 1953.

³¹ "Norbest Turkey Winners." *Coloradoan*, March 17, 1976, pg 36.

"Realty Transfers." *Coloradoan*, November 29, 1955, pg 5.

³² ""Maria Gonzales." *Coloradoan*, September 13, 2020, pg A11.

³³ "At the Hospital." *Coloradoan*, August 8, 1961, pg 2.

³⁴ "Fidel Gonzales." *Coloradoan*, February 25, 2015, pg C7.

³⁵ "Students get on-the-job- experience from DE program." *Coloradoan*, June 6, 1973, pg 13.

opportunities for the Mexican-American youngsters".³⁶ Sally and Fidel divorced in 1974; Fidel later remarried Rosalia (Rosie) Maria and moved to Arizona.³⁷ In 1976, the property was transferred to Maria Celina Gonzales from the First National Bank.³⁸

In 1976, property owner Maria Gonzales received a \$7,500 grant from the City of Fort Collins for rehabilitation work on the residence. The monies were a part of a Community Development Block Grant (CDBG) issued by the Department of Housing and Urban Development (HUD). Included within the description of work to be performed was repair to the east wall, construction of a new bathroom and utility addition, installation of new windows and screens, interior and exterior painting, repair of the exterior stucco, and re-shingling the entire roof.³⁹ In addition to this work, the entire neighborhood, including this residence, was connected to the city's sewer line for the first time. Also in 1976, residents of Alta Vista petitioned the Planning and Zoning Board to rename the neighborhood streets from A Street and B Street to Alta Vista and Martinez Streets, respectively.⁴⁰ Finally in 1979, Martinez Street was included in the city directory's street and avenue guide, although 724 Martinez was not listed.

In 1990, Maria added her son, Santiago Gonzales, to the title as a property owner; Santiago had resided in the house since the age of five. Maria Celina passed in 2020. Her obituary offers a heartfelt description of her life, "She was a strong independent person who worked hard to provide for her family... On special occasions, she would make her famous green or red chile with tortillas, beans, and fideo for her family. She enjoyed going to Rummage sales on Saturdays, spending time with her children and grandchildren at family gatherings and holidays".⁴¹ After Maria's death the property passed to Santiago Gonzales and his children Monica Gonzales, Celina Maldonado, and James Fidel Gonzales. The site is currently owned and occupied by the Gonzales family.⁴²

36. Sources of information:

³⁶ "Poudre R-1 board to set election date." *Coloradoan*, July 14, 1970, pg 1.

³⁷ "Public Notice." *Coloradoan*, September 30, 1974, pg 17.

"Rosalia "Rosie" Maria Gonzales." *Coloradoan*, September 20, 2008, pg 25.

³⁸ Quit Claim Deed, Book 1742, Pg 7. Reception #177495. Document retrieved from Larimer County Recorder's Office.

³⁹ Agreement, Book 1777, Page 900. Reception #200085. Document retrieved from Larimer County Recorder's Office.

⁴⁰ "Zoning board to weigh Alta Vista street names." *Coloradoan*, January 4, 1976, pg 4.

⁴¹ "Maria Gonzales." *Coloradoan*, September 13, 2020, pg A11.

⁴² Quit Claim Deed, Reception #20200078102. Recorded August 25, 2020.

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VI. Significance

37. Local landmark designation: Yes No Date of designation: #####
Designating authority: N/A
38. Applicable Eligibility Criteria:
- | | | |
|--|--|--|
| National Register | Fort Collins Register | |
| <input checked="" type="checkbox"/> A. | <input checked="" type="checkbox"/> 1. | Associated with events that have made a significant contribution to the broad pattern of our history; |
| <input type="checkbox"/> B. | <input type="checkbox"/> 2. | Associated with the lives of persons significant in our past; |
| <input checked="" type="checkbox"/> C. | <input checked="" type="checkbox"/> 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 |
| <input type="checkbox"/> D. | <input type="checkbox"/> 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:
Agriculture; Social History/Ethnic History - Hispanic; Architecture
40. Period of significance: Agriculture: 1923-1952
Social History / Hispanic Ethnic History:1923-present
Architecture: 1923 and 1976
41. Level of significance: National State Local
42. Statement of significance:

Previous Evaluations of Significance

This site has been previously documented on two occasions, the first of which occurred in 2003. SWCA Environmental Consultants evaluated the site as eligible for listing as a local landmark noting,

"This property is significant under Criterion A for its association with the early development of the Alta Vista neighborhood, with the sugar beet industry, and with Hispanic settlement in Fort Collins. It is significant under Criterion C because it is an example of adobe brick construction – a component in one of the northernmost collection of these buildings in North American. However, the combined levels of historical significance, architectural importance, and physical integrity

are not to the extent that his property would qualify for Individual listing on the National Register of Historic Places or the Colorado State Register of Historic Properties. Nonetheless is should be considered individually eligible for Fort Collins landmark designation, and a contributing resource within any potential national, state, or Local Landmark historic district.”⁴³

The site was documented again in 2017 by a group of three Colorado State University students, Poppie Gullett, Maggie Jones, and Ben Lee. They found the site to be eligible for listing on the National Register of Historic Places under Criterion A and C, on the State Register of Historic Properties under Standards A and C, and as a Fort Collins Landmark under Standards A and C. In their statement of significance, Gullett, Jones, and Lee stated,

“724 Martinez Street qualifies under Criterion A for Agriculture from 1923-1960, as well as for Social History from 1923-1967, in accordance with the National Register of Historic Places 50-year rule. As one of the adobe brick homes originally constructed to house field workers for the Great Western Sugar Company, the house is deeply connected to the history of industrial agriculture, specifically the cultivation of sugar beets, in Fort Collins. Beyond its association with agriculture, this residence is also tied to the social history of Fort Collins’s Hispanic population, due to the fact that “La Colonia,” (today, Alta Vista) was established to incentivize Hispanic field workers to reside permanently in the Fort Collins area in order to provide a stable, experienced pool of field labor for the beet industry.

As an example of Hispano adobe-brick construction, this residence is also significant under Criterion C for Architecture from 1923-1967, in accordance with the National Register of Historic Places 50-year rule. Adobe brick is a particularly Hispanic building material, and the organic growth of these homes (reflected in 724 Martinez Street’s additions), and their use of locally abundant, inexpensive materials in their expansions is typical of the

⁴³ SWCA Environmental Consultants, Colorado Cultural Resource Survey, Architectural Inventory Form for 5LR.10643, 724 Martinez Street, 2003. Document on-file with City of Fort Collins and Colorado Office of Archaeology and Historic Preservation.

neighborhood's vernacular architecture. In the neighborhood, residents, including the owners of 724 Martinez Street, expanded their homes from a two room, hall-and-parlor plan with a wood frame addition in order to increase the home's interior space and reflect the community's changing stylistic preferences and architectural influences from the surrounding area."⁴⁴

Current Evaluation of Local Landmark Significance

The site was revisited in 2024 and additional research was conducted leading to a reevaluation of the site's significance as whole. This site has been evaluated against the City of Fort Collins Significance Standards and is found to be significant in the areas of Agriculture, Social History/Hispanic Ethnic History, and Architecture under Standards 1 and 3. Under Significance Standard 1, the site is significant for its association with early sugar beet agriculture and with the city's Hispanic residents. Originally constructed by Great Western Sugar to house beet workers and their families, this site is closely associated with the sugar beet industry and industrial agriculture of the early twentieth century. Discussion in both McWilliams and McWilliams' *Agriculture in the Fort Collins Urban Growth Area 1862-1994* and Adam Thomas' *Hang Your Wagon to a Star: Hispanics in Fort Collins, 1900-2000*, note the importance of Mexican American and Hispanic labor to the development and success of Northern Colorado's sugar beet industry. The period of significance for the site's association with agriculture extends from the date of construction in 1923 through 1952, when Great Western Sugar sold the property to the Ambriz family.

The site is also significant under Standard 1 in the area of social history and Hispanic ethnic history for its association with Fort Collins' Hispanic community. Although the earliest residents of this home have not been discovered as of 2024, it seems reasonable to assume they were Mexican-American or Hispanic based on the neighborhood's association with Great Western Sugar beet laborers. In addition, the site housed members of the Chavez, Ambriz, and Gonzales families from c. 1935 through the present day. The site's location within Alta Vista, near Dry Creek and the former location of the sugar factory speak to the occupants' deep roots within our city and the geographic discrimination that kept these families segregated on the east side of the Poudre River. In addition, the home's location along a paved street with no sidewalk and the addition to the southeast

⁴⁴ Poppie Gullett, Maggie Jones, and Ben Lee, Colorado Cultural Resource Survey, Architectural Inventory Form for 5LR.10643, 724 Martinez Street, 2017. Document on-file with City of Fort Collins.

corner speak to the beginning of the city's efforts to address the lack of infrastructure in the neighborhood in the 1970s and 1980s. The period of significance for the site's association with social history extends from 1923, when the home was constructed for occupation by a Hispanic beet worker family, through the present, as the residence continues to be occupied by a member of the Hispanic community and the site's significance and association with these historic themes is ongoing.

Under Standard 2, the site is associated with the Ambriz and Gonzales families. Although the members of these families are known and members of the Gonzales family played a part in addressing educational discrimination through the Poudre School District's Mexican American Parent Advisory Commission, none have made specific, documented contributions to the history of the community. The site is recommended not eligible for local landmarking under Standard 2.

Under Standard 3, the site is significant for its vernacular adobe construction and for its distinctive 1970s addition constructed with the support of HUD grant funds. The original portion of the residence was constructed from adobe brick in 1923 as part of Great Western Sugar's program to incentivize migrant Hispanic laborers to stay in Fort Collins year-round. As families expanded and their economic prospects increased, residents of some adobe homes in Alta Vista added one-room units reminiscent of traditional, linear adobe building techniques, while others added wood frame additions, representing a transition to Anglo building materials. Buildings constructed from traditional adobe bricks require frequent maintenance, the application of wood siding over adobe or wood frame additions to adobe buildings was both an example of cultural hybridization and a practical choice related to annual adobe repair requirements. This residence supports both types of additions: an adobe addition added to the original two-room portion between 1923-1949 and a frame addition added with CBDG funds in 1976.⁴⁵ As Thomas describes in *Hang Your Wagon to a Star*, "The results were structures that were not entirely Hispanic or entirely Anglo. These houses, then, represent in microcosm the evolution of the Fort Collins's Hispanic community".⁴⁶ The site is an expression of multiple building techniques that represent the span of Hispanic history in Fort Collins. In addition, this site is one of twelve identified adobe brick homes remaining within Alta Vista. Outside of Alta Vista, only

⁴⁵ The Gonzales family also constructed an adobe brick bedroom and kitchen addition in the 1960s that was demolished by the City of Fort Collins in 1976. The addition was torn down without the family's permission.

⁴⁶ Thomas, *Hang Your Wagon to a Star*, 13.

one other residence in the city, the Romero House (425 10th Street, locally landmarked in 2001), is known to be constructed from adobe.

The site is also indicative of the changing attitudes of the City of Fort Collins in the 1960s and 1970s regarding Alta Vista and the city's Hispanic community. Only through the efforts of local and national advocates did the federal government and subsequently, the City of Fort Collins, begin to address the decades of racial disparity through infrastructure improvements and housing rehabilitation. It is worth noting that use of CDBG funds and alterations made by the 1976 housing rehabilitation program were viewed by previous architectural historians as detractions from the significance and integrity of the site. It is only within the last few years that the City of Fort Collins Historic Preservation Service has considered these elements to be contributing to the site's significance because they better capture the full history of the neighborhood's evolution to its characteristic hybrid state of original adobe design and wood frame modernization efforts.

The period of significance under Standard 3 is 1923, the date of original construction and 1976, the construction date of the CDBG addition. The site's architecture and design clearly exhibit the changing attitudes of the City of Fort Collins towards its Hispanic community over the course of the nineteenth century and the building's original portion is an exceedingly rare example of adobe construction. For these reasons the site is recommended eligible for listing as a local landmark under Standard 3.

The site is unlikely to yield information important to history or prehistory and is recommended not eligible for local landmarking under Standard 4.

Current Evaluation of NRHP Significance

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.

The site is recommended eligible for listing on the National Register of Historic Places under Criteria A and C for its association with sugar beet agriculture, Hispanic history, and for its rare adobe construction. Under Criterion A, the site is significant in the area of agriculture for its association with industrialized sugar beet farming and in the area of Hispanic Ethnic Heritage for its association with Fort Collins early Hispanic community. In the early twentieth century, Great Western Sugar required the labor of thousands of individuals to grow sugar beets; despite advances in agricultural equipment and technology, sugar beet farming relied on hand laborers well in the 1950s. Similar to the

Germans from Russia before them, Mexican families that relocated to Fort Collins to work in the sugar beet industry adapted to an economic system designed to exploit cheap immigrant labor. In order to keep migrant workers in Fort Collins year-round, Great Western Sugar constructed several two-room adobe buildings to house their workers. This site represents both the early agricultural history of Fort Collins and the early history of Hispanic residents, many who came to the city as beet workers for the sugar factory.

Research found no association with historically significant individuals under Criterion B and the site is recommended not eligible for listing in the NRHP under this Criterion.

Under Criterion C, the site is recommended eligible for listing on the NRHP in the area of architecture as an exceedingly rare remaining example of adobe brick construction in the Fort Collins area. Although the site has seen several additions over the last 100 years, these expansions are a reflection of the owner's financial investment in improving living conditions as budgets allowed and are reflective of the ongoing Hispanic-owned influence for this property and neighborhood. In addition, this site supports both an adobe and a wood frame addition, displaying a combination of Hispanic and Anglo building influences.

The site is unlikely to yield important information in reference to research questions under Criterion D.

43. Assessment of historic physical integrity related to significance:

This site is significant in the areas of Agriculture, Social History, and Architecture for its association with early sugar beet agriculture, association with the city's Hispanic community, and as a rare remaining example of adobe-brick construction. As such, the site's character defining features are its adobe brick material, linear construction, limited ornamentation, 1976 frame addition, yard surrounded by chain link fence, and its location and setting within the Alta Vista neighborhood.

The site retains integrity of location and setting. The building remains in the spot where it was originally constructed within the Alta Vista neighborhood. Although the streets were paved and some nearby residences constructed in the 1980s and 1990s, the neighborhood retains its residential character and many elements of its origins as a Hispanic community constructed by the sugar factory, including narrow street right-of-ways, minimal street setbacks, and no sidewalks. Integrity of workmanship, materials, and design is retained through the original adobe construction and the later additions and alterations. Although the building has seen changes over the last 100 years (including an adobe addition between 1923-1949, the likely replacement of a flat roof with a side gable roof in the 1920s, a wood frame addition in 1976, and replacement of all windows in 1976) these changes support the site's significance under Standards 1 and 3 as they reflect the

property owner's financial investment in improving living conditions over time as their budget allowed and the financial support provided by the City of Fort Collins as it grappled with changing attitudes towards Hispanic communities in the 1970s. Integrity of feeling and association remain intact; the size of the residence, its materials, additions, and location provide a direct connect to the site's history and association with Hispanic beet laborers. The site is clearly identifiable as an early twentieth century residence. The site retains sufficient integrity to convey its historic associations.

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: Previous recorders of this site supported the possibility of a historic district within Alta Vista. In 2003, SWCA noted:

The Alta Vista neighborhood retains a high concentration and continuity of buildings and structures, linked historically and aesthetically, which collectively possess sufficient integrity and significance to qualify as a National Register Historic District, as well as a Fort Collins Landmark District. The neighborhood is significant for its association with the sugar beet industry and its labor practices in northern Colorado, and with the Hispanic community in Fort Collins. The neighborhood is also architecturally significant for its collection of vernacular dwellings. Of special note is Alta Vista's concentration of adobe-brick structures – one of the northernmost groupings of domestic adobe-brick architecture in North America – many built by Great Western Sugar Company and purchased under the company's employee installment plan. Alta Vista also contains a significant collection of historic outbuildings. These include barns, garages, chicken coops, summer kitchens, and privies, many of which cannot be found elsewhere in Fort Collins.⁴⁷

⁴⁷ SWCA Environmental Consultants, Colorado Cultural Resource Survey, Architectural Inventory Form for 5LR.10643, 724 Martinez Street, 2003. Document

In 2017, Colorado State University students, Poppie Gullett, Maggie Jones, and Ben Lee stated:

724 Martinez Street is a contributing property to the Alta Vista Historic Landscape District that is locally significant under Criterion A for Agriculture from 1923 to 1960 and Social History from 1923 to 1967. Great Western Sugar Company in Fort Collins, Colorado developed the Alta Vista neighborhood to house the company's permanently settled Hispanic workers. Because of its physical and social isolation from the City of Fort Collins, the community remained primarily Hispanic field workers until the closing of the factory in 1960. The neighborhood provides an excellent example of the insular and isolated history of Hispanic sugar beet workers in the region. This agricultural history spans from their permanent settlement near Fort Collins in 1923 to the closing of the sugar beet factory in 1960 while the community's social history spans from 1923 settlement to 1967 in accordance with the NRHP fifty-year rule. The Alta Vista Historic Landscape District is also locally significant under Criterion C from 1923 to 1967 as an excellent example of adobe-brick construction and newer forms of vernacular architecture. The organic growth of the district's vernacular structures is a key feature of traditional Hispanic building forms, and illustrates how Hispanic residents modified these buildings to suit their changing needs and stylistic preferences. The vernacular architecture here uses readily available and inexpensive local materials for modifications that often reflected the influence of styles popular throughout the United States. Alta Vista residents turned to hybrid building forms to accommodate changes in their living space needs. The period of significance under Criterion C is from 1923, when the first adobe-brick home was constructed in the neighborhood, to 1967 in accordance with the NRHP fifty-year rule.⁴⁸

on-file with City of Fort Collins and Colorado Office of Archaeology and Historic Preservation.

⁴⁸ Poppie Gullett, Maggie Jones, and Ben Lee, Colorado Cultural Resource Survey, Architectural Inventory Form for 5LR.10643, 724 Martinez Street, 2017. Document on-file with City of Fort Collins.

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Address: 724 Martinez Street

The Alta Vista neighborhood continues to exhibit its connections with Fort Collins' early agricultural history, Hispanic history, and vernacular architecture under local Significance Standards 1 and 3 and National Register of Historic Places Criterion A and C. If the area were to be evaluated as a historic district, it is recommended that the reviewer use a historic cultural landscape approach. A historic cultural landscape form would capture additional important information regarding the site's topography, vegetation, land use patterns, and cultural traditions in addition to information about the historic buildings and structures within the neighborhood.

If there is district potential, is this building: Contributing Non-contributing

46. If the building is in existing district, is it: Contributing Non-contributing

VIII. Recording Information

47. Photograph numbers: 101120-102827

Negatives filed at: City of Fort Collins

48. Report title: N/A

49. Date(s): May 2024

50. Recorder(s): Rebekah Schields, Historic Preservation Specialist

51. Organization: City of Fort Collins – Historic Preservation Services

52. Address: 281 N College, 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

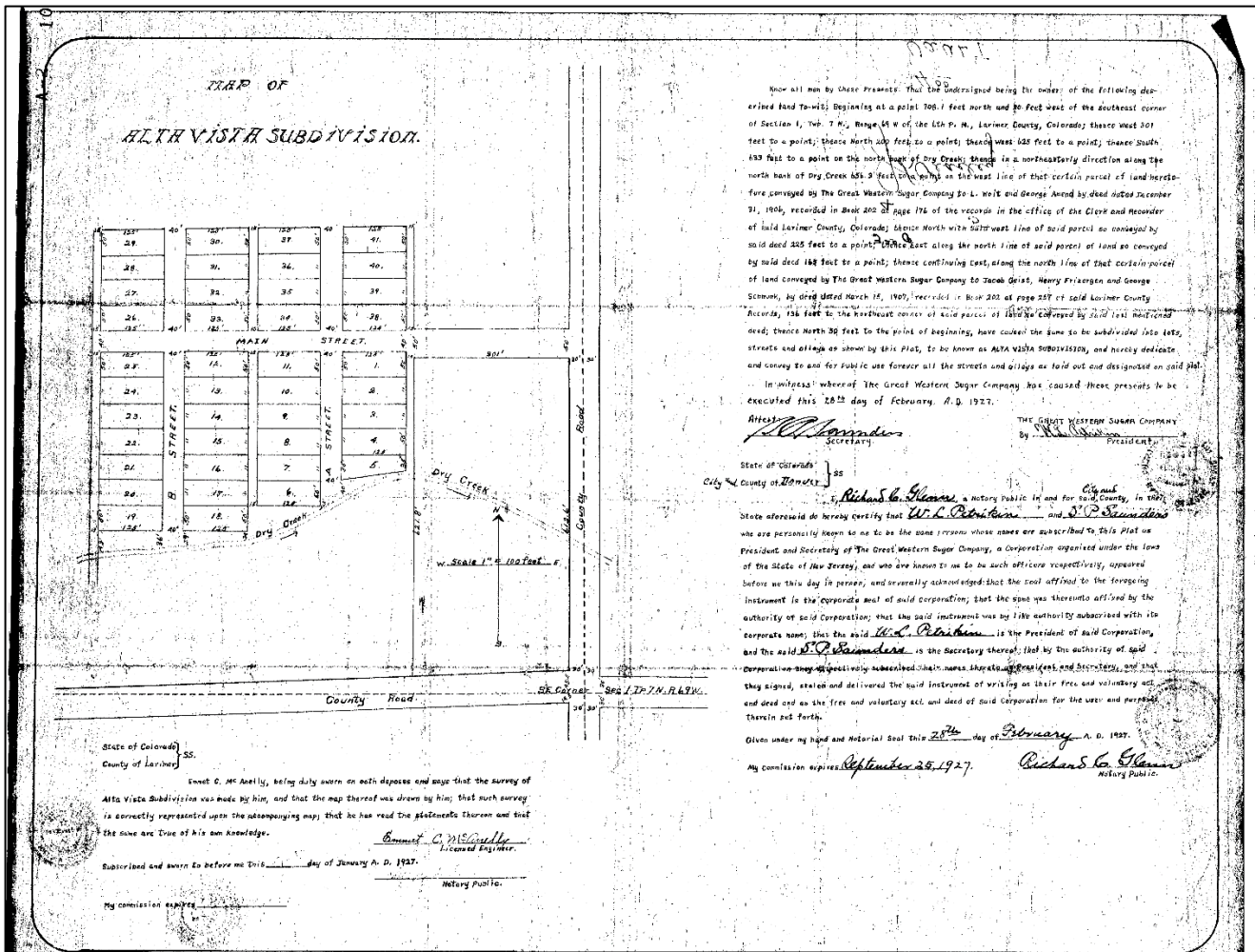


Figure 1: Alta Vista subdivision plat map, 1927. Image retrieved from Larimer County Recorder's Office.

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Temporary Resource Number: [Click here to enter text.](#)

Address: 724 Martinez Street



Figure 2: Elizabeth Chavez Ambriz, photo uploaded by Robert Copeland. Retrieved from Find a Grave, Memorial ID#64938760. <https://www.findagrave.com/memorial/64938760/elizabeth-ambriz>



Figure 3: 724 Martinez, Larimer County Tax Assessor photograph, 1949. Image ID# 724MART49. Fort Collins Museum of Discovery, <https://fchc.contentdm.oclc.org/digital/collection/ph/id/52707/rec/3>.



Figure 4: 724 Martinez, Larimer County Tax Assessor photograph, 1977. Image ID# 724MART77. Fort Collins Museum of Discovery, <https://fchc.contentdm.oclc.org/digital/collection/ph/id/52711/rec/4>.

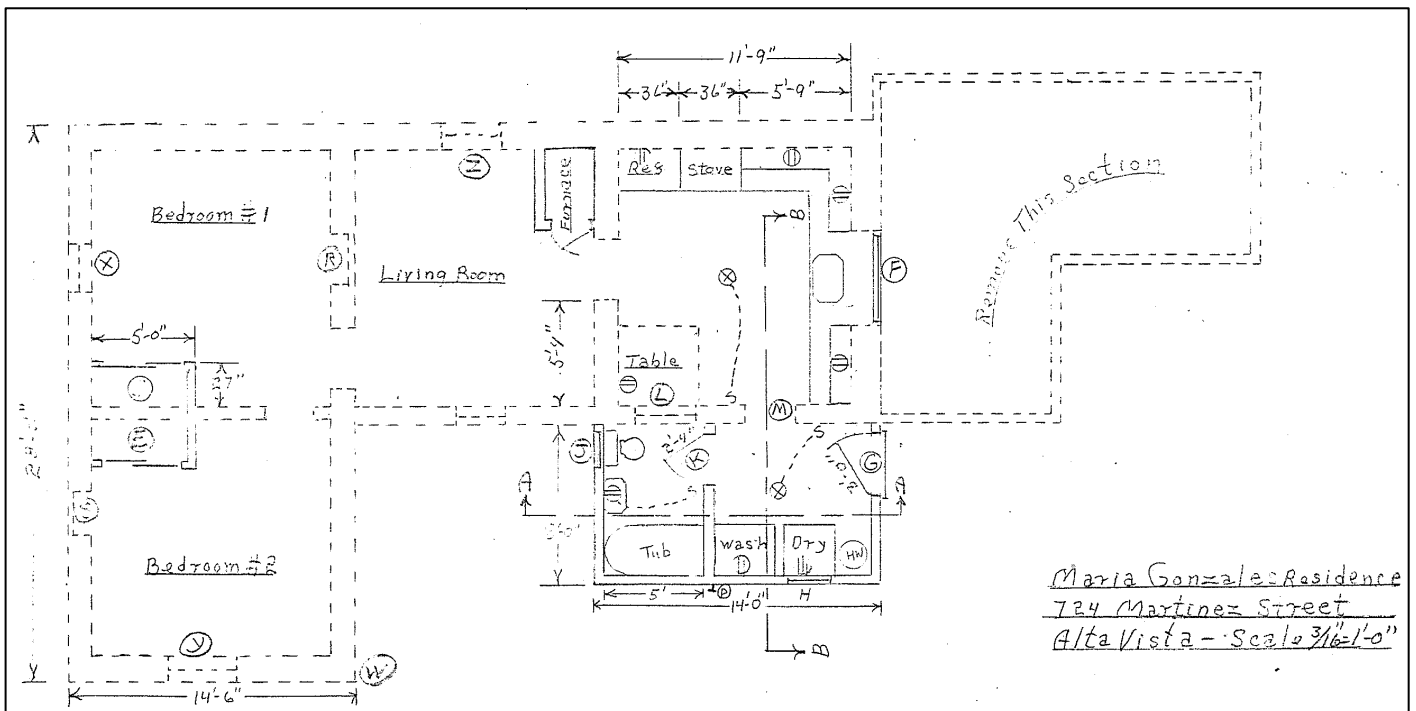


Figure 5: "Maria Gonzales Residence-724 Martinez Street." Schematic indicating the location of changes to be made during the 1976 remodel. Document on-file with City of Fort Collins.



Figure 6: 724 Martinez, unknown date (post-1976), unknown creator. Image on-file with City of Fort Collins.



Figure 7: 724 Martinez, site overview, view west (Image #102011, R. Schields, 5/14/2024).

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Address: 724 Martinez Street



Figure 8: 724 Martinez, east elevation, view west (Image #101921, R. Shields, 5/14/2024).



Figure 9: 724 Martinez, south and east elevations, view northwest (Image #101907, R. Shields, 5/14/2024).



Figure 10: 724 Martinez, east end of south elevation, view northeast (Image #101230, R. Schields, 5/14/2024).



Figure 11: 724 Martinez, central portion of south elevation, view north (Image #101234, R. Schields. 5/14/2024).



Figure 12: 724 Martinez, west end of south elevation, view northwest (Image #101251, R. Shields, 5/14/2024).



Figure 13: 724 Martinez, west and south elevations, view northeast (Image #101315, R. Shields, 5/14/2024).

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Address: 724 Martinez Street

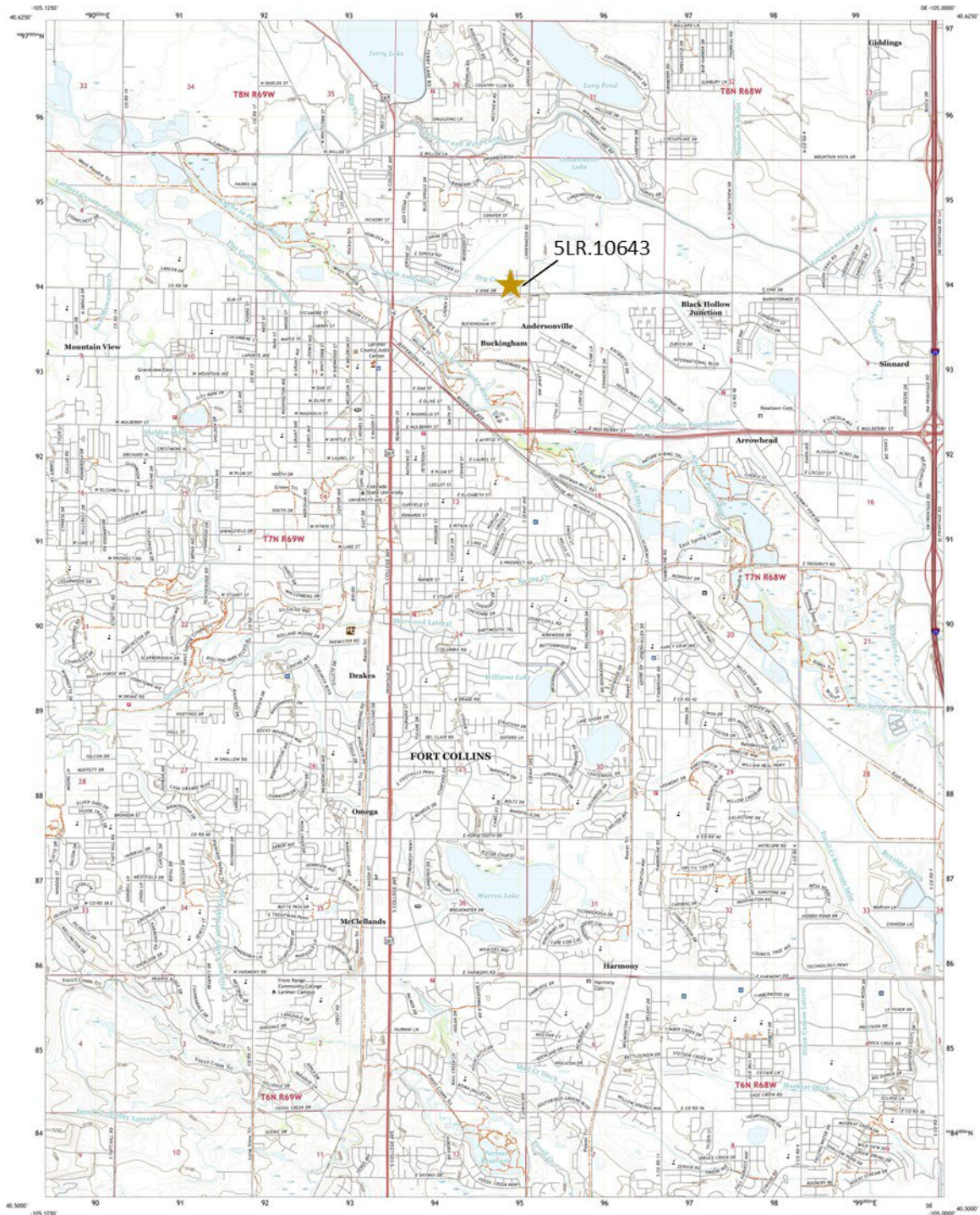


Figure 14: 724 Martinez, north and west elevations, view southeast (Image #102135, R. Schields, 5/14/2024).

Resource Number: 5LR.10643 (State); B3003 (City)

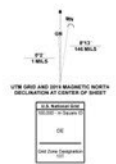
Temporary Resource Number: [Click here to enter text.](#)

Address: 724 Martinez Street



Produced by the United States Geological Survey
North American Datum of 1983 (NAD83)
World Geodetic System of 1984 (WGS84) projection and
1:500 meter grid Universal Transverse Mercator, Zone 13T
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Source: NAD83 August 2017 - January 2018
Roads: U.S. Census Bureau, 2010
Hydrography: National Hydrography Dataset, 2010
Contour: National Elevation Dataset, 2010
Public Land Survey System: see metadata file BLM, 2011
Waterlines: FWS National Wetlands Inventory, 2009



SCALE 1:24 000

0 1 2 3 4 5 6 7 8 9 10
KILOMETERS

0 1 2 3 4 5 6 7 8 9 10
METERS

0 100 200 300 400 500 600 700 800 900 1000
FEET

CONTOUR INTERVAL: 10 FEET
NORTH AMERICAN VERTICAL DATUM OF 1988
This map was produced in conformance with the
National Geospatial Program (NTP) Product Standard.

ROAD CLASSIFICATION

Local Connector	—
Local Road	—
State Road	—
Interstate Route	—
US Route	—
State Route	—

4-ROAD CLASSIFICATION

1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10

FORT COLLINS, CO
2022

Resource Number: 5LR.10643 (State); B3003 (City)

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724 Martinez Street - 5LR.10643

NAD 1983 - State Plane Northern Colorado
June 3, 2024



Parcel Boundary

Feature Boundary

N



0 25 50 100 Feet

A horizontal scale bar with tick marks at 0, 25, 50, and 100 feet.