

Resource Number: 5PE4510
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: 5PE4510
2. Temporary resource number:
3. County: Pueblo
4. City: Pueblo
5. Historic building name: The Colorado Motor Car Company
6. Current building name: Wilcoxson Buick
7. Building address: 900 North Santa Fe Avenue, Pueblo, Colorado 81003
8. Owner name and address: Wilcoxson Family Real Estate, LLC, 900 N. Santa Fe Avenue, Pueblo, Colorado 81003.

II. GEOGRAPHIC INFORMATION

9. P.M. 6th Township 20S Range 64W
SW ¼ of NW ¼ of SW ¼ of SW ¼ of Section 30
10. UTM reference
Zone 1 3 ; 5 3 4 4 4 5 mE 4 2 3 6 2 4 8 mN
11. USGS quad name: Northeast Pueblo
Year: 1961 (p.r. 1974) Map scale: 7.5' X 15.0' Attach photo copy of appropriate map section.
12. Lot(s): 30-20-64 described as: Comm. at P/IS Line 10th St. in City of Pueblo if Prod. With West Line Albany Avenue TH North 130 feet. Alg West Line Albany Ave the west to pt. 120 feet dist fr. E. line Santa Fe Avenue th S. 27 ft th Swly 30.47 96 ft to pt on N. Line 10th Street 100 ft. fr E line Santa Fe Avenue the W. 100 ft. to the E. line Santa Fe Avenue th S. 336 feet Alg E. line Santa Fe Avenue to N. Line 9th St. the E. Alg S. Line 9th St. 352 ft. to W. line of Albany Ave. the N. Alg W. line of Albany Avenue 256 feet to the PT of Beg SW 30-20-64.
Block: 30-20-64, SW ¼, SW ¼.
Addition: Unplatted Year of Addition: 1951
13. Boundary Description and Justification: The resource boundary consists of the legal parcel boundary associated with Pueblo County Parcel No. 430300038. The northern boundary is shared with a commercial property at 114 E. 11th Street. The eastern boundary is Albany Avenue. The southern boundary is W. 9th Street. The western boundary is North Main Street. The resource boundary occupies a land area of approximately 24,809 square feet. The boundary description dates to the mid-twentieth century.

III. Architectural Description

14. Building plan (footprint, shape): Irregular
15. Dimensions in feet: Length 181 x Width 125

Resource Number: 5PE4510
Temporary Resource Number:

16. Number of stories: Two
17. Primary external wall material(s): Block, stucco, and glass.
18. Roof configuration: Flat
19. Primary external roof material: Asphalt
20. Special features: A pair of neon signs/marquees facing North Santa Fe Avenue. Car showroom.
21. General architectural description: This is the second recordation of 5PE4510. The June 2017 field survey documented four buildings on this site: 1) Main Building: The main building is a one-story showroom in use since Wilcoxson's opened at this location in 1949. The showroom has large metal framed fixed plate glass windows from ceiling to ground. The main entry is located in the approximate center of the showroom. The entry is a pair of hinged metal doors with a large metal framed fixed plate glass window in the center. A canopy roof runs the length of the western elevation. Above the canopy in the showroom section of the building is a series of bricks. A carport canopy measuring 80 x 36 feet is supported by iron posts and extends to the north. Affixed to the corner is a platform with a triangular neon sign affixed to the platform. The sign measures approximately 30 feet high. The sign reads BUICK on each side with the letters GMC topping the sign. The showroom is recessed where it meets the platform. This "secondary" showroom has large metal framed fixed plate glass windows beneath the canopy room. The windows continue for approximately 30 feet along the southern façade. A set of metal hinged/glass doors is located where the canopy room ends along the southern façade. To the east of the showroom is a section identified as SERVICE AND PARTS on the second level of the southern elevation. Both the ground and second stories feature 1/1 metal frame windows. Beneath the sign SERVICE AND PARTS is a square, metal, rolling garage door. The building returns to a single story to the east of the two-story Service section. A series of 10, rectangular multi-light windows runs the remainder of the southern façade. The words WILCOXSON AUTO SERVICE are painted above the windows. This section is 122 x 30 feet. Stucco covers the exterior of the section.
22. Architectural style/building type: Twentieth Century Commercial/International.
23. Landscaping or special setting features: No landscaping or trees. Wilcoxson occupies nearly all of the 900 block of North Santa Fe Avenue.
24. Associated buildings, features, or objects: The site consists of the main showroom (with an attached garage) and two additional service buildings, totaling 4 buildings/structures on the site. Near the northeast corner of the lot is a rectangular brick building with a flat crenulated roof. One of the buildings is a brick building serving as a warehouse. Garage: Located north of the main showroom is four bay garage, likely built ca. 1960 based on materials, condition, and design. Stucco covers the exterior. Metal outbuilding: To the north of the garage is a rectangular, metal corrugated building featuring a gabled, asphalt shingled roof, likely built ca. 1950 based on materials and condition. The building measures 60 feet in length by 40 feet wide. Exposed truss under the gable roof. Brick outbuilding: This building measures 70 feet in length and 30 feet wide, likely built ca. 1950 based on materials, window style, and overall condition. The building's eastern façade parallels an 8-foot-high chain link fence. A wood frame/wood door is located near the building's northeast corner. To the south is a pair of rectangular metal frame picture windows. Along the northern and southern façades are multiple-light vertical windows.

Resource Number: 5PE4510
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IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate: _____ Actual: 1949
Source of information: Pueblo County Assessor's website. Available at: <http://www.co.pueblo.co.us/cgi-bin/webatrallbroker.wsc/propertyinfo.p?par=430300038>. Accessed June 6, 2017.
26. Architect: Unknown
Source of information:
27. Builder/Contractor: Unknown
Source of information:
28. Original owner: Colorado Motor Car Company
Source of information: Wilcoxson Auto Website. Available at: <http://www.wilcoxsonpueblo.com/Welcome>. Accessed March 13, 2018.
29. Construction history (include description and dates of major additions, alterations, or demolitions): According to the Pueblo County Assessor, 5PE4510 was built in 1949. One of the outbuildings was completed in 1994, although it is unclear from existing records and physical evidence which outbuilding this may have been. The southern façade of the main building was covered with stucco at an undetermined date.
30. Original location Moved Date of move(s):

V. HISTORICAL ASSOCIATIONS

31. Original use(s): Commerce/Trade-Specialty Store
32. Intermediate use(s): Commerce/Trade-Specialty Store
33. Current use(s): Commerce/Trade-Specialty Store
34. Site type(s): Automobile Dealership
35. Historical background: According to the Pueblo County Assessor, 5PE4510 was built in 1949. However, the Wilcoxson family had been in the auto dealership business for most of the twentieth century. The Wilcoxson's opened a dealership in Pueblo in 1912. The dealership survived the Great Depression and the start of World War II in a position to purchase a lot at 902 N. Santa Fe in 1945. Based on information from the Wilcoxson website suggests that the Wilcoxson family has always owned and operated the lot (Wilcoxson Auto Website 2018). Material shortages delayed the construction of the showroom. The dealership's Service Department was constructed in a horseshoe shape. The neon sign is original to the dealership's 1949 opening. By the 1950s, North Santa Fe Avenue leading into downtown Pueblo was becoming a reflection of America's economic good times with motels, diners, and car dealerships. This association did not last as most of Pueblo's car dealership moved out to the city's outskirts during the 1970s and 1980s. Wilcoxson is rare for Pueblo, and in the car industry nationwide, as they have stayed at the same location for nearly 60 years.
36. Sources of information: Wilcoxson Auto Website. Available at: <http://www.wilcoxsonauto.com/>. Accessed July 2, 2017. Pueblo City Directories, 1949–2000.

VI. SIGNIFICANCE

37. Local landmark designation: Yes No Date of designation: _____
Designating authority:

Resource Number: 5PE4510
Temporary Resource Number:

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

39. Area(s) of significance: Commerce. Architecture.

40. Period of significance: Commerce: 1949–1967; Architecture: 1949.

41. Level of significance: National State Local

42. Statement of significance: This is the second recordation of 5PE4510 in the past 15 years. In 2003, WCRM, Inc. conducted a survey of 5PE4510 and the site was recorded as "Field-Eligible." Since original construction in 1949, 5PE4510 has been a car dealership without a lot of changes to the site or brand. Wilcoxson is unusual for its remaining in a part of Pueblo that many other car dealerships abandoned many decades earlier. For its association with post-World War II Pueblo and its last significant period of economic growth, 5PE4510 is eligible for listing in the NRHP under Criterion A. The Wilcoxson family has been involved in auto sales in Pueblo for more than a century. However, that involvement is not enough for eligibility under Criterion B. The buildings and signage on the Wilcoxson lot still display enough historic physical integrity to convey the setting, feeling, and association of a mid-twentieth century car dealership. For 5PE4510's architectural significance, SWCA recommends 5PE4510 is eligible to the NRHP under Criterion C. SWCA also recommends 5PE4510 should be considered eligible for the State Register under Criteria A and C for the reasons listed above and as a local landmark by the Pueblo Historic Preservation Commission.

43. Assessment of historic physical integrity related to significance: The June 2017 field survey determined that the main showroom and signage have retained a good deal of their original association, feeling, setting, and association. The site displays good historic physical integrity and this level of integrity contributes to the overall historic significance of 5PE4510.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

44. National Register eligibility field assessment:

Eligible Not Eligible Need Data

45. Is there National Register district potential? Yes No

Discuss: While outside of the proposed central Downtown Pueblo Historic District, a northside downtown commercial district also has the potential for consideration.

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

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

Resource Number: 5PE4510
Temporary Resource Number:

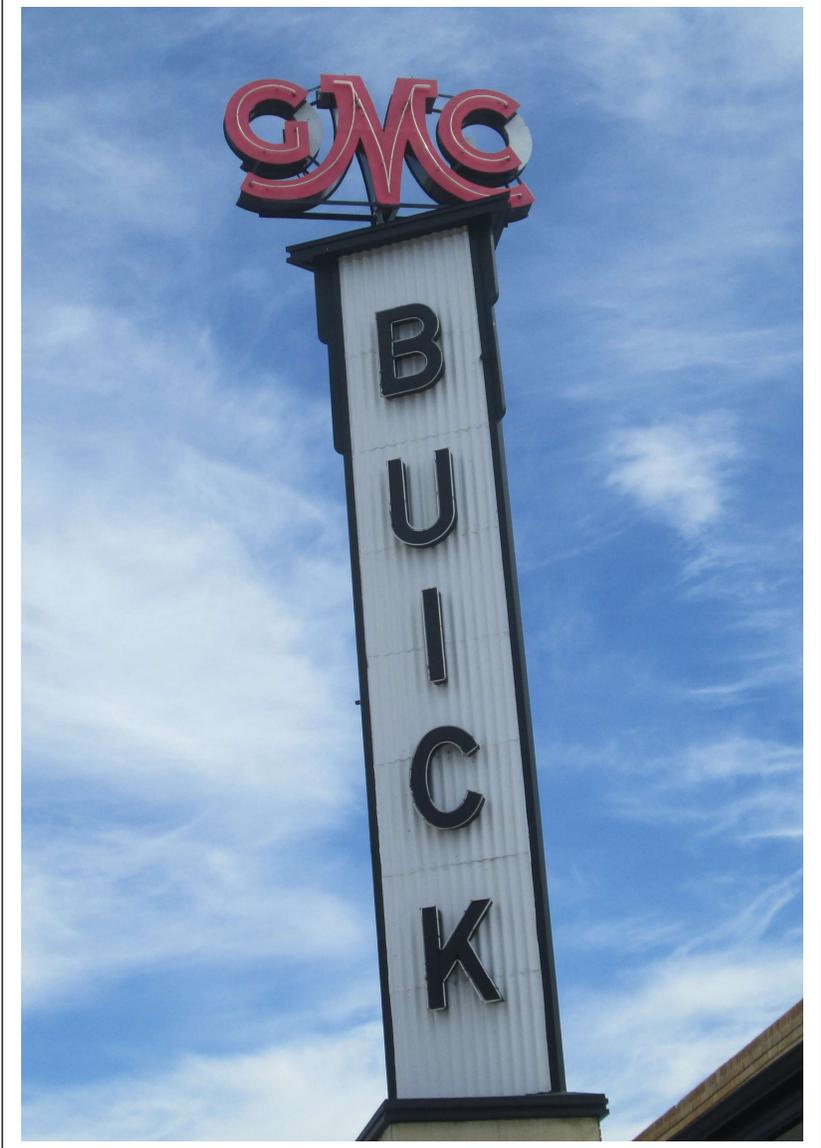
VIII. RECORDING INFORMATION

47. Photograph numbers: 5PE4510a–5PE4510h
Negatives filed at: SWCA Environmental Consultants
48. Report title: Steel City's Barometer: A Survey and Context of Downtown Pueblo's History and Architecture.
49. Date(s): June 2017
50. Recorder(s): Robert Autobee
51. Organization: SWCA Environmental Consultants
52. Address: 295 Interlocken Boulevard, Suite 300, Broomfield, Colorado 80021
53. Phone number(s): Office: 303-487-1183

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

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5PE4510 – 900 N. Santa Fe Avenue. Looking northeast at southern façade. Photo ID: 5PE4510b. June 2017.



5PE4510 – 900 N. Santa Fe Avenue. Looking northwest at southern façade. Photo ID: 5PE4510c. June 2017.

Resource Number: 5PE4510
Temporary Resource Number:



5PE4510 – 900 N. Santa Fe Avenue. Looking northeast at western façade. Photo ID: 5PE4510d. June 2017.



5PE4510 – 900 N. Santa Fe Avenue. Looking northeast at western façade. Photo ID: 5PE4510e. June 2017.

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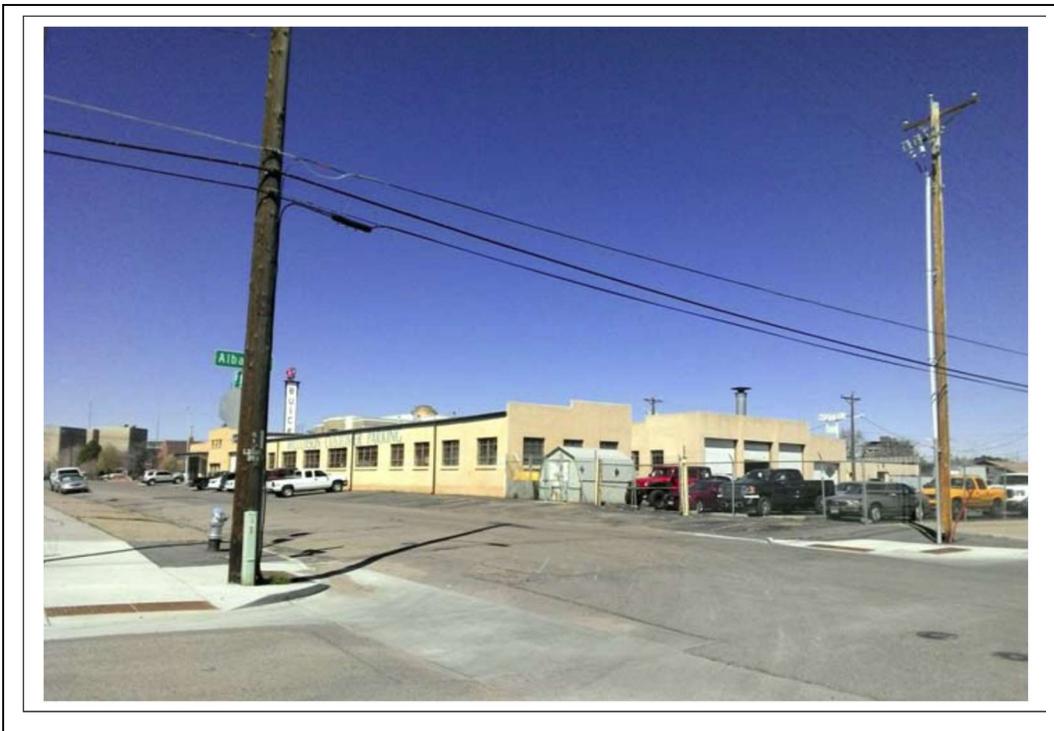


5PE4510 – 900 N. Santa Fe Avenue. Outbuilding No. 2. Looking south at northern façade. Photo ID: 5PE4510f. June 2017.



5PE4510 – 900 N. Santa Fe Avenue. Outbuilding No. 3. Looking southwest at northern and eastern façades. Photo ID: 5PE4510g. June 2017.

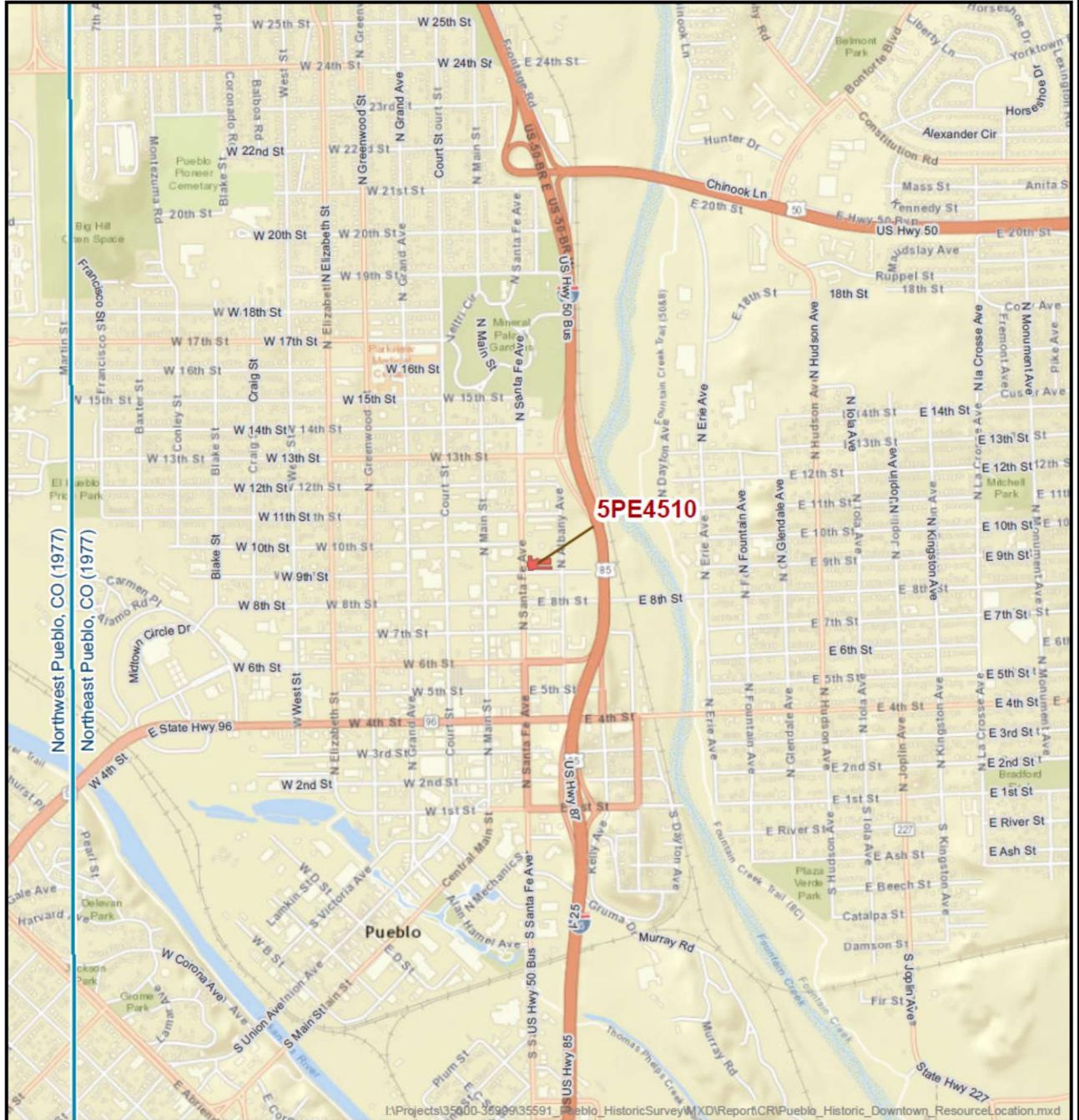
Resource Number: 5PE4510
Temporary Resource Number:



5PE4510 – 900 N. Santa Fe Avenue. Main Building. Looking southeast at northern and western façades. Photo ID: 5PE4510h. March 2016.

Resource Number: 5PE4510
 Temporary Resource Number:

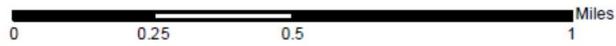
For Official Use Only: Disclosure of site locations prohibited (43 CFR 7.18)



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Legend

- Historic Property
- Topo Quad Boundary



1:24,000

Base Image: Esri, DeLorme, HERE, USGS, Intermap, iPC
 NRCAN, METI
 Quadrangle: Northeast Pueblo, CO (1977)
 Pueblo County, Colorado

NAD 1983 UTM Zone 13N
 6/8/2017



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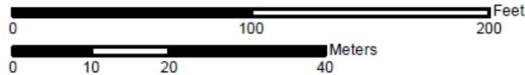
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5PE4510

 Historic Property



1:1,000

Base Image: Esri, DeLorme, HERE, USGS, Intermap, iPC
NRCAN, METI
Quadrangle: Northeast Pueblo, CO (1977)
Pueblo County, Colorado
NAD 1983 UTM Zone 13N
6/15/2017



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