

COLORADO CULTURAL RESOURCE SURVEY

Architectural Inventory Form

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- Date _____ Initials _____
- ___ Determined Eligible-National Register
 - ___ Determined Not Eligible - National Register
 - ___ Determined Eligible - State Register
 - ___ Determined Not Eligible - State Register
 - ___ Need Data
 - ___ Contributing to eligible National Register District
 - ___ Noncontributing to eligible National Register District



I. IDENTIFICATION

- 1. Resource number: **5PE.5790** Parcel number(s):
- 2. Temporary resource number: **525413013**
- 3. County: **Pueblo**
- 4. City: **Pueblo**
- 5. Historic building name: **Rouch Funeral Home**
- 6. Current building name: **Montgomery & Steward Funeral Home**
- 7. Building address: **1317 N Main Street**
- 8. Owner name: **Montgomery & Steward Funeral Directors, Inc.**
- Owner organization:
- Owner address: **PO Box 777**
Pueblo, CO 81002

44. National Register eligibility field assessment:	<input checked="" type="checkbox"/> Individually eligible	<input type="checkbox"/> Not eligible	<input type="checkbox"/> Need data
Local landmark eligibility field assessment:	<input checked="" type="checkbox"/> Individually eligible	<input type="checkbox"/> Not eligible	<input type="checkbox"/> Need data

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II. GEOGRAPHIC INFORMATION

9. P.M.: **6th** Township: **20S** Range: **65W**
NW 1/4 of **NE** 1/4 of **NE** 1/4 of **SE** 1/4 of Section **25**
10. UTM reference zone: **13**
Easting: **534235** Northing: **4236696**
11. USGS quad name: **Northeast Pueblo** Scale: **7.5**
Year: **1961 (Photorevised 1970 and 1974)**
12. Lot(s) : **North 80 feet of Lots 1 and 2, and the east 8 feet of Lot 3; Block 10**
Addition: **County Addition** Year of addition: **1869**
13. Boundary description and justification:
The boundary, as described above, contains but does not exceed the land historically associated with this property.
Metes and bounds exist:

III. ARCHITECTURAL DESCRIPTION

14. Building plan (footprint, shape): **L-Shaped Plan**
Other building plan descriptions:
15. Dimensions in feet (length x width): **7,301 square feet**
16. Number of stories: **2**
17. Primary external wall material(s): **Brick** Other wall materials:
18. Roof configuration: **Shed Roof**
Other roof configurations:
19. Primary external roof material: **Synthetic Roof/Rubber Roof**
Other roof materials:
20. Special features: **Balcony**
Garage/Attached Garage
Chimney
Window/Glass Block
21. General architectural description:
Oriented to the east, this building rests on a concrete foundation. A red, raked-brick veneer clads the exterior walls. The brickwork features tan-brick quoins and a belt course corresponding to the second-story windowsills. Windows are generally paired, 8- or 10-light casement, with black-painted wood frames. They are protected behind aluminum-frame storm windows, with polarized glass. Most windows open above red-brick sills and have double-coursed, corbelled surrounds, with red and tan bricks. Those windows in the first story of the front (east) façade and the north elevation open within round arches. The area beneath the windows hosts decorative, wrought-iron grille work, while the area above them has a panel of square bricks. Flanking either side of a large opening above the front portico are tripartite windows. They consist of 8-light casements flanking a 12-light fixed frame. The opening at the center is identical, except that it hosts a 15-light door, flanked by 10-light sidelights. In front of the door and sidelights is a wrought-iron balconete. Windows in the west and south elevations are 6-over-1-light, double-hung sash. Openings along the single-story portion of the west elevation host glass blocks. Protruding from the center of the nearly symmetrical façade is a front-gabled portico. It has pale-yellow-painted, square columns, and a barrel vault ceiling. The portico shelters a 5-step concrete stoop, with decorative wrought-iron railing. The principal doorway hosts paired, 15-light, glass-in-wood-frame doors, with flanking sidelights. Another doorway opens east of center in the north elevation. It

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hosts paired, 15-light doors, sheltered beneath a front-gabled hood, on large knee brackets. A concrete stoop approaches the doorway from the north and a ramp from the west. It has wrought-iron railings. Two doorways open in the north end of the west elevation. The northern doorway hosts a pale-yellow-painted metal slab door. Paired, 10-panel doors open in the southern doorway. A single-story garage is attached to the southern two-thirds of the west elevation. The garage's north elevation hosts a pair of pale-yellow-painted, wooden, overhead retractable garage doors. Above the garage doors is a hipped roof covered in red, terra-cotta tiles. Opening west of the doors is a red-painted metal slab door. Doorways open in the east and west elevations of a small, front-gabled structure protruding from the south elevation. The east-facing door is a 6-panel, single-light wood door, painted pale-yellow and approached by 3 concrete steps. The west-facing door is an aluminum-frame, plate-glass door, approached by a concrete ramp. A red-painted metal clock is attached to the northeast corner. A gothic arch frames the clock face; beneath it are the words "Rouch Funeral Home." Rubber covers the shed roof, which is surrounded by a parapet. A pent roof, covered in red, terra-cotta tiles, protrudes from the front-facing parapet, broken at the center by a high, rounded parapet hosting the name "ROUCH" in red-painted metal letters. A similar, but unbroken, pent roof spans the north elevation.

22. Architectural style: **Late 19th And 20th Century Revivals/Mediterranean Revival**

Other architectural styles:

Building type:

23. Landscape or special setting features:

This property is located on terrain sloping downward from northeast to southwest, with an elevation of around 4,700 feet above mean sea level. The neighborhood features modest and large 1- and 2-story houses and apartment buildings. Setbacks from North Main Street are generally the same on this block. This property is situated on the southwest corner of North Main Street and West 14th Street. Planted grass yards, with mature landscaping, are immediately adjacent to the building. A rose garden grows at the northwest corner of the lot. Separating the sidewalk from the street is a brick-covered strip. Macadam-covered parking lots are located north and west of the building.

24. Associated buildings, features or objects: **No associated buildings identified.**

IV. ARCHITECTURAL HISTORY

25. Date of Construction: Estimate: Actual: **1929**

Source of Information: **Pueblo County Office of Tax Assessor. Property information card [internet].**

26. Architect: **Designed by the owners, Orville and Mary Ann Rouch**

Source of information: **"Floor Plan of One of Colorado's Newest Funeral Homes." The American Funeral Director, June 1929, 49-51.**

27. Builder: **Howard E. Whitlock, Whitlock Construction**

Source of information: **Contract between Howard Whitlock and Orville and Mary Ann Rouch. In the collection of Montgomery & Steward Funeral Directors, Inc., 1928.**

28. Original Owner: **Orville D. Rouch**

Source of information: **"Floor Plan of One of Colorado's Newest Funeral Homes." The American Funeral Director, June 1929, 49-51.**

29. Construction history:

Orville and Mary Ann Rouch designed this building with contractor Howard E. Whitlock. Construction began on September 15, 1928, and Rouches moved into the building on February 8, 1929. The total cost was \$48,215.91. In 1955, in response to increased business, Rouch contracted Whitlock to build expanded preparation rooms along the attached garage's west elevation. This area was converted into a crematorium in 1987. The only other modification, also made in 1987, was the installation of polarized storm windows.

30. Location: **original** Date of move(s):

V. HISTORICAL ASSOCIATIONS

31. Original use(s): **Mortuary**

32. Intermediate use(s): **Mortuary**

33. Current use(s): **Mortuary**

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33. Current use(s): **Mortuary**
34. Site type(s): **Funeral Home**
35. Historical background:

Orville Rouch arrived in Pueblo in 1905 and, in 1922, formed a partnership with a Mr. Dunaway to operate the Dunaway Rouch Mortuary. For their funeral parlor, they leased the Queen Anne-style Bowen Mansion, at 229 West 12th Street. At the time, funerals in the United States were still steeped in Victorian mortuary practices and grieving customs. Funerals were most often conducted in the home, and undertakers had mobile equipment to prepare the body where it laid. Those funerals that were not in the homes often took place in stuffy, dark funeral parlors.

But progressive-era reforms eventually revolutionized funeral practices. Undertakers and embalmers became “funeral directors” and studied “mortuary science.” Reformers urged Americans to live cleaner, more sanitary lives, and this meant removing corpses and funerals from private homes. And the new fields of psychiatry and psychology offered more sensitive and therapeutic approaches to grieving.

At the cusp of these changes in southern Colorado was Orville Rouch. After Dunaway sold his share of the business to Rouch in 1924, the funeral director began seeking a more modern approach to his practice. In 1928, Orville Rouch and his wife, Mary Ann Rouch, worked with local contractor Howard E. Whitlock to design a truly revolutionary building to house his mortuary. The Rouches moved into the building on February 8, 1929, and opened it to the public on February 24. The total cost was \$48,215.91.

The exterior of the building was designed as a compromise among several goals. The Rouches wanted the mortuary to look and feel as modern as possible without betraying the dignity and solemnity of its purpose. As well, to satisfy nearby residents, the Rouches and Whitlock wanted the building to be “in full keeping with surrounding residences.” Thus, it retained the horizontality and Mediterranean style of many of the adjacent apartment buildings.

The interior of Rouch Funeral Home was the epitome of Progressive reforms in mortuary science, representing a vast departure from Victorian funeral practices. It was even featured, with photographs and floor plans, in the June 1929 issue of *The American Funeral Director*. (Professional magazines were another Progressive-era innovation.) Beyond the usual rooms for storage and equipment, the basement boasted two spacious display rooms for adult caskets and a third for baby and child caskets. The second floor hosted an 8-room apartment for the Rouch family. But it was the first floor that revealed Orville Rouch’s genius and sensitivity. At its core was a 150-seat funeral chapel. Unlike the dark funeral parlors of a previous generation, the chapel was light and airy. “The chapel walls are of pale lavender, with orchid drapes and panel paintings in gray, light tan, and cream,” observed *The American Funeral Director*. “The lighting effects are soft and soothing.” The “panel paintings” consisted of images of dreamy castles and buildings amidst the clouds.

However, Rouch understood that constructing a large, public funeral chapel was a risky proposition when many funerals still took place in the home. Indeed, he planned the building to be easily converted into apartments if his funeral home failed. Yet to ease the transition between the private home and the public chapel, Rouch designed a space that was somewhere in between. It was a large reception room, which was furnished and meant to function like the parlor or living room in private residence. “The reception room walls are of soft, old rose...,” wrote *The American Funeral Director*. “The draperies are green—that shade of green that always seems so restful to eyes. A heavy Axminster carpet covers the entire floor. Overstuffed chairs, divans, floor lamps are all nearly arranged.”

The new funeral home also included accommodations for another innovation radically altering funeral practices—the automobile. The building’s corner location allowed the funeral cortege to assemble on both Main and 14th streets. Doorways to each street were designed to efficiently moved mourners into their waiting automobiles for the procession to the cemetery. The attached garage not only provided shelter for the hearse, it allowed Rouch to receive bodies discretely and move them immediately into his isolated and sanitary preparation room, another innovation.

Around 1955, Rouch received a contract to supply mortuary services for the nearby Colorado State Hospital. Because of the resulting increase in business, he hired Whitlock to construct a larger preparation room and storage area west of the garage.

This building also served as Orville and Mary Ann Rouch’s private residence. They had three sons, Orville M., Favorite R., and Robert D. The elder Rouch used the field west of the building, now a parking lot, to pasture his horses—his passion. He died on December 22, 1967. The younger Orville and Favorite continued to operate the mortuary.

Gerry and Dian Montgomery and Marvin Steward purchased the funeral home in 1986 and operate it through their corporation, Montgomery & Steward Funeral Directors. In 1987 they converted the additional preparation room into a crematorium and remodeled the apartment into overflow rooms. They continue to operate the funeral home.

36. Sources of information:

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Pueblo County Office of Tax Assessor. Property information card [internet].

Pueblo City Directory. Pueblo, Co.; Salt Lake City; Kansas City, Mo.; and others: R.L. Polk & Co, consulted 1886 through 2003.

Sanborn Fire Insurance Maps (for Pueblo, Colorado). New York: Sanborn Map and Publishing Co., 1883, 1886, 1889, 1893, 1904-05, 1904-51, and 1904-52.

"Floor Plan of One of Colorado's Newest Funeral Homes." The American Funeral Director, June 1929, 49-51.

"Rouch (Orville D.)" [obituary]. Pueblo Chieftain, 23 December 1967, p. 3B.

Montgomery, Gerry and Dian. Interview with Adam Thomas, 3 August 2005.

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VI. SIGNIFICANCE

37. Local landmark designation: Yes No

Designation authority:

Date of designation:

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 distinguished entity whose components may lack individual distinction.
- 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.

Pueblo Standards for Designation:1a. History Have direct association with the historical development of the city, state, or nation; or1b. History Be the site of a significant historic event; or1c. History Have direct and substantial association with a person or group of persons who had influence on society.2a. Architecture Embody distinguishing characteristics of an architectural style or type; or2b. Architecture Be a significant example of the work of a recognized architect or master builder, or2c. Architecture Contain elements of architectural design, engineering, materials, craftsmanship, or artistic merit which represent a significant or influential innovation;2d. Architecture Portray the environment of a group of people or physical development of an area of the city in an era of history characterized by a distinctive architectural style.3a. Geography Have a prominent location or be an established, familiar, and orienting visual feature of the contemporary city, or3b. Geography Promote understanding and appreciation of Pueblo's environment by means of distinctive physical characteristics or rarity; or3c. Geography Make a special contribution to Pueblo's distinctive character.Not Applicable Does not meet any of the above Pueblo landmark criteria.39. Area(s) of Significance: **Architecture**
Commerce40. Period of Significance: **Architecture, 1929; Commerce, 1929-1955**41. Level of significance: National: State Local

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42. Statement of significance:

This property is significant under National Register Criterion A (Pueblo Local Landmark Criterion 1A--history) for its association with the development of mortuary business in Pueblo, particularly as Progressive-era reforms dramatically altered funeral practices. This funeral home was one of the first in Colorado to implement many of the reforms typical in mortuaries today. The building is also significant under Criterion C (Local Landmark Criterion 2A--architecture) as a minimalist interpretation of the Mediterranean Revival, particularly as applied to a commercial building. Character-defining features include tiled parapets, a wrought-iron balconete, and a suggestion of round-arch openings. The style was an unusual choice for a mortuary, but was intended to reflect the modernity of the operation and to blend into the largely residential neighborhood. The levels of architectural and historical significance, combined with physical integrity, are to the extent that this property could qualify for individual listing in the National Register of Historic Places, the Colorado State Register of Historic Properties, or as a City of Pueblo Landmark. It is, in any case, a contributing resource within any potential historic district.

43. Assessment of historic physical integrity related to significance:

Constructed in 1929, this funeral homes exhibits a moderately high level of physical integrity relative to the seven aspects of integrity as defined by the National Park Service and the Colorado Historical Society: location, setting, design, materials, workmanship, feeling, and association. The only addition was isolated to the rear elevation and was constructed by the same contractor who built the rest of the funeral home. Also, while the polarized storm windows obscure the original windows, which are certainly key character-defining features, these storm windows could be easily removed with little or no damage to the original windows. The property retains sufficient physical integrity to convey its historical and architectural significance.

NOTE: At the time of this survey, the owners planned a major renovation and expansion of this funeral home. Any formal nomination should reassess the impact of these changes on the physical integrity of the building.

VII. NATIONAL REGISTER ELIGIBILITY ASSESSMENT

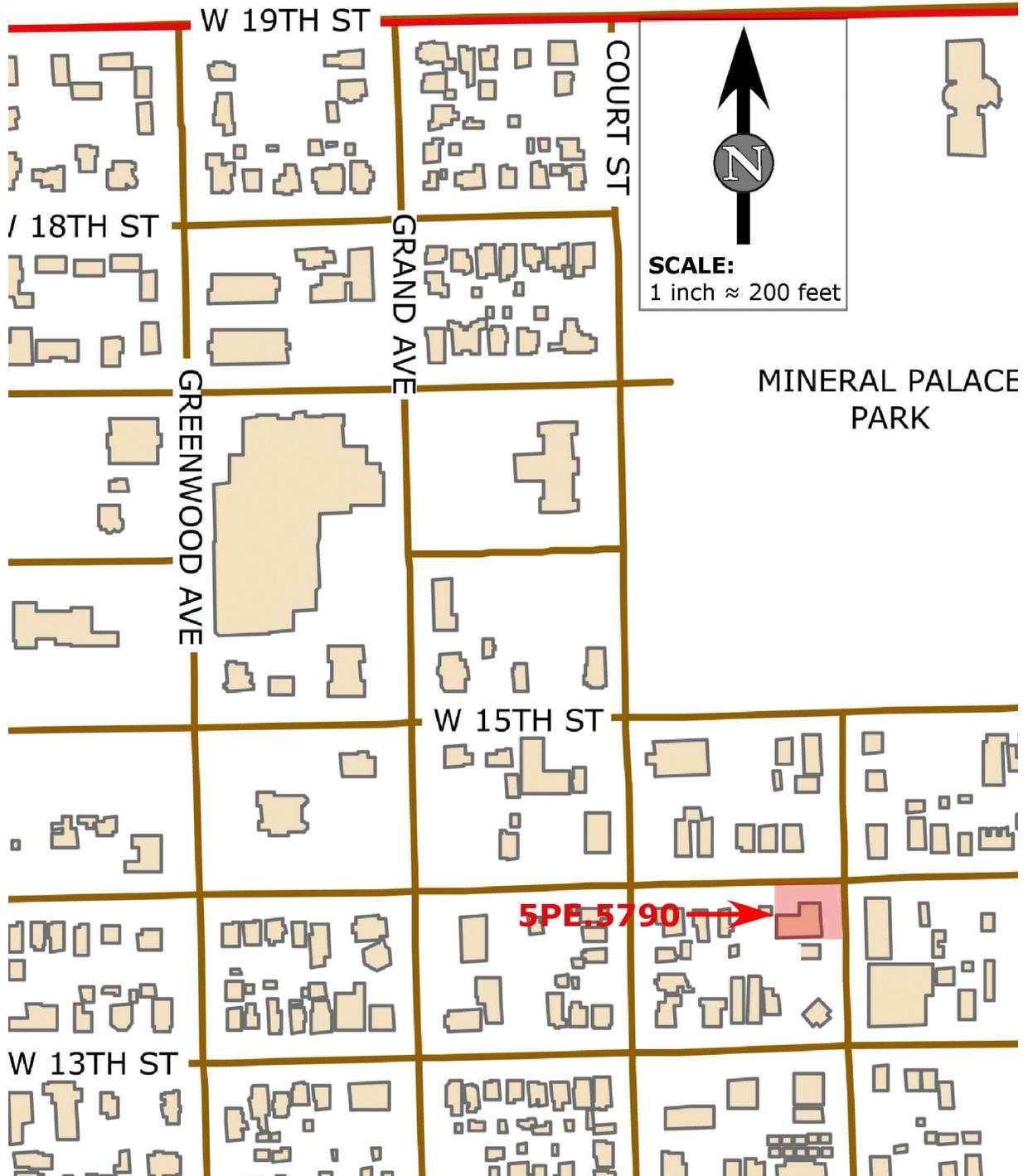
44. National Register eligibility field assessment: Individually eligible Not eligible Need data
 Local landmark eligibility field assessment: Individually eligible Not eligible Need data
45. Is there National Register district potential? Yes No
- Discuss: **Pueblo's North Side Neighborhood represents the evolution of the city's professional middle and upper classes. Its diversity of architectural styles and forms directly represents the city's changing economic and cultural climates. As well, the neighborhood is distinctive because it appears to have evolved independently of the area's dominant industry, steel manufacturing.**
- If there is National Register district potential, is this building contributing: Yes No N/A
46. If the building is in existing National Register district, is it contributing: Yes No N/A

VIII. RECORDING INFORMATION

47. Photograph numbers): **CD-ROM Photo Disc: North Side Photos**
File Name(s): mainstn1317
- Negatives filed at: **Special Collections**
Robert Hoag Rawlings Public Library
100 East Abriendo Avenue
Pueblo, CO 81004-4290
48. Report title: **Pueblo North Side Neighborhood Survey**
49. Date(s): **08/03/05**
50. Recorder(s): **Adam Thomas**
51. Organization: **Historitecture, L.L.C.**
52. Address: **PO Box 419**
Estes Park, CO 80517-0419
53. Phone number(s): **(970) 586-1165**

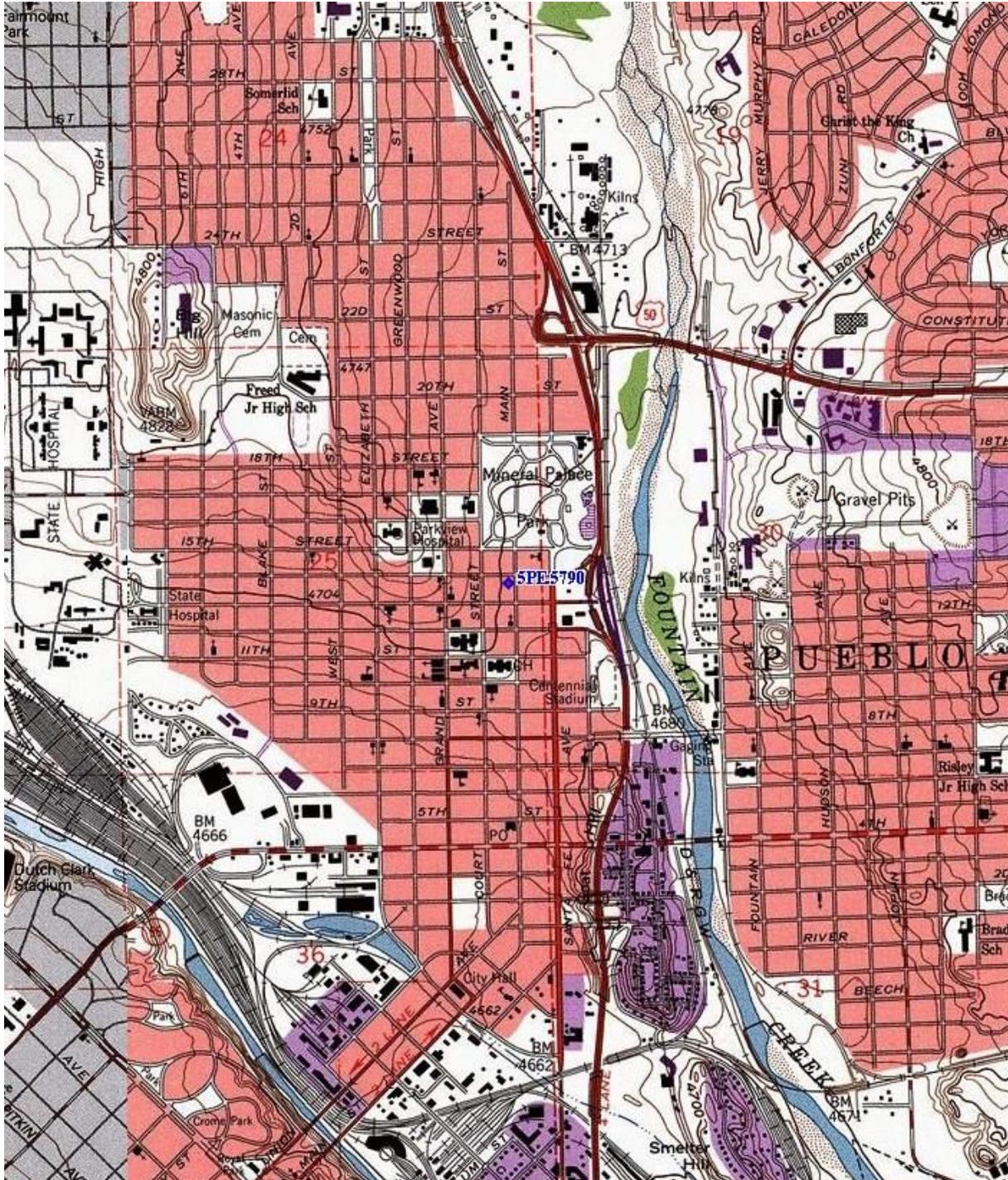
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SITE SKETCH MAP



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LOCATION MAP



Source: U.S. Geological Survey 7.5' Northeast Pueblo topographic quadrangle - 1961 (Photorevised 1970 and 1974)