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HPC-22-19-Core Mural Review

November 16, 2022

To: Historic Preservation Commission
From: Wade Broadhead, Senior Planner
Through: Scott Hobson, Acting Director of Planning and Community Development
Location: 326 S. Union Ave
Applicant: Fred Gonzales
Owner: Henry Borunda
Year Built: Remodeled 1945
Legal Description: Lot 4, Block 58, South Pueblo
Zone District: HB, Historic Business Zone District

Synopsis

The property at 326 S. Union is requesting Certificate of Appropriateness for a mural that was painted in August 2022. Section 17-4-5(a)(1)(a) of the PMC states that all alterations in the HB Zone District receive approval from the Historic Preservation Commission and subject to the Pueblo Historic Business District Guidelines, adopted by City Council in 2001, and the City of Pueblo Historic Preservation Commission, Standards of Appropriateness and Demolition Standards Adopted by City Council, 2005.

Analysis

The subject property, 326 S. Union, is a multi-tenant structure containing three separate addresses 326, 324, and 322 S. Union. The structure was originally constructed prior to 1905 as a red brick building with two addresses; around 1945 the structure was renovated; the glazed yellow brick and third address was added. This building is listed as a non-contributing resource in the Union Avenue National Register Historic District. The mural was painted in August 2022 without a Certificate of Appropriateness.

The mural is located on the northwest façade and measures 15 ft by 30 ft. The applicant has supplied a list of paint colors, twenty-four in all, which is attached in this staff report. The mural is called *Core* and refers to the site's location as the core of Pueblo and the mix of various cultures and traditions.

The property is located in the Union Avenue Historic District and Historic Business District which requires all exterior alterations to receive a Certificate of Appropriateness from HPC and is subject to the Pueblo Historic Business District Guidelines adopted by City Council in 2001 and the City of Pueblo Historic Preservation Commission, Standards of Appropriateness and Demolitions Standards, adopted by City Council in 2005.

Applicable standards:

While the Union Avenue Historic Business District Guidelines and Historic Preservation Code do not specifically regulate murals, the Historic Business District guidelines state that:

Pueblo Historic Business District Guidelines

Guideline: Use historical paint color from an approved paint list (p.18)

Finding: The colors were not from an commercially available historical paint palette.

Guideline: Color for signs should be selected to harmonize with the overall building scheme and historical character. Florescent or neon colors are not traditional and are inappropriate (P. 20)”

Finding: some of the colors on the mural are bright/neon, which, according to the HB Guidelines and Standards, are not appropriate for the Union Avenue Historic District.

City of Pueblo Historic Preservation Commission Standards of Appropriateness and Demolition Standards:

Section 3.1.9 “The HPC requires that an historical paint color be chosen from a commercially available palette”

Finding: The applicant used twenty-four (24) colors, none of which are on a commercially available manufacturers historic paint palette.

FINDINGS OF FACT FOR CERTIFICATE OF APPROPRIATENESS REQUIREMENTS SECTION 4-14-11(A):

1. Conform to the intent and purpose of this code.

• **Comments:**

Neutral finding. The standards are silent on murals, but they have been allowed on facades where they are applied to compromised facades, such as those that have been stuccoed.

2. Preserve the special character, interest, and value of the landmark or historic district and its environs.

• **Comments:**

Neutral Finding: Murals applied to already compromised facades allow for new contemporary special character and interest without degrading historic material.

3. Not be an adverse impact on the exterior features of the landmark.

• **Comments:**

Affirmative finding, the work will be reversible and not negatively affect the landmark.

4. The extent to which proposed improvements would be harmonious with the character of a Historic District, and the relationship between the results of such work and the exterior features of other neighboring elements in such Historic District.

Comments:

Negative: the mural faces a parking lot and rear of another historic building and from the street. Its presence does not overshadow other buildings or elements in the historic district.

4. Scale, form, and composition of principal facades and relationship to the street.

Comments:

Negative: the mural occupies a 450 sq. ft. area of the façade close to Union Avenue. The mural is two and a half times the size of the allowable area of a wall sign in a standard business district.

Recommendations:

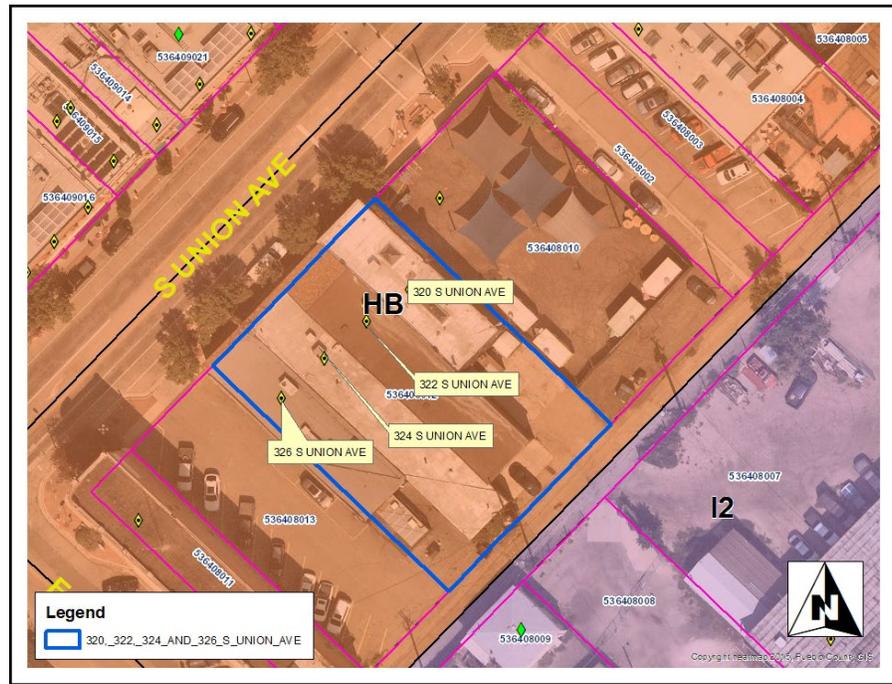
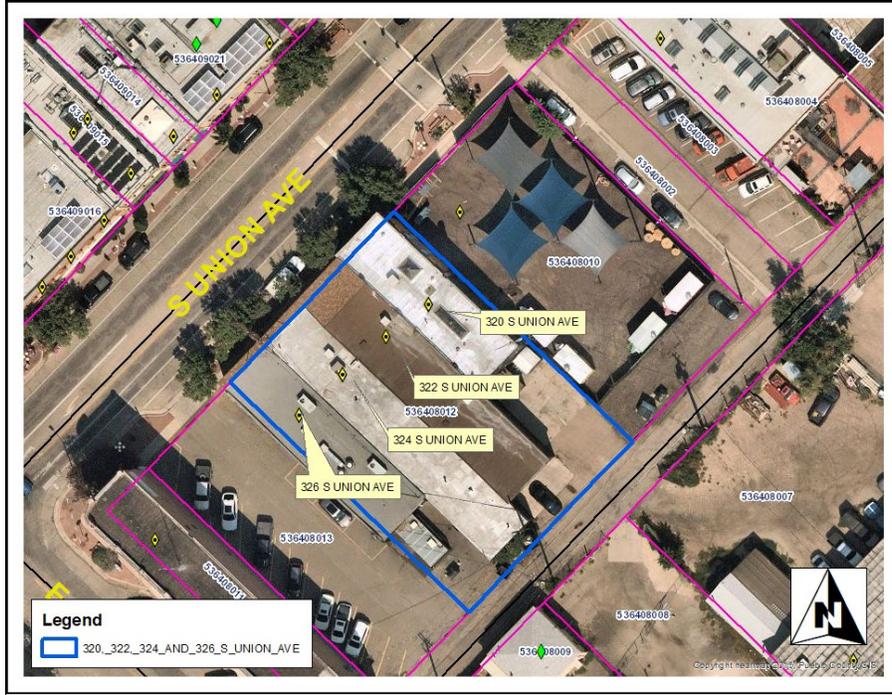
Section 4-14-12, (f), states, “if the proposed work does not conform with the Standards of Appropriateness, HPC shall deny the Certificate of Appropriateness, or continue action thereon for up to sixty days (60) with recommendation for amendments which the owner may wish to submit in a revised application.

The mural contains bright modern colors, and the content is modern abstract, which does not reflect the period of significance in the district (1880-1921), therefore a COA cannot be issued. The owner may submit a revised application with modifications to the mural to meet the criteria of the HB Guidelines and Standards of Appropriateness.

Exhibits

- A. Maps
- B. Photographs
- C. Applications and attachments
- D. Excerpt from the Union Avenue National Register Nomination

(A) MAPS



(B) SITE PHOTOGRAPHS



(C) APPLICATION AND ATTACHMENTS

 City of Pueblo PLACE

09/19/2022

22-157

Historic Preservation Commission

Status: Active

Date Created: Sep 16, 2022

Applicant

Fred Gonzales
bucksenterprises67@gmail.com
PO Box 8534
Pueblo, Colorado 81008
719-252-5913

Primary Location

326 S UNION AVE
PUEBLO, CO 81003

Owner:

BORUNDA HENRY
1 ROCKBRIDGE LN PUEBLO , CO 81001-1306

Internal

Case Number

HPC-22-19

Planner Assigned

Planner 2

Continuances

--

Newspaper Notice Cost

--

Public Notice Costs must be paid by:

--

Public Notice zoning poster must be displayed by:

--

HPC Hearing Information

HPC Hearing Date

10/19/2022

HPC Hearing Results

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Check box if hearing is a Special Requested Hearing

Planning & Zoning Commission Information

City Council Information

Application Information

Application Type

Certificate of Appropriateness

Residential or Non-Residential?

Non-Residential

Certificate of Appropriateness

Name of historic resource:

Union Historic District

Provide a short description of the proposed work

New mural on southern facade, Black paint on side and rear, front facade steel application over block

Type of Historic Registry

Local

New construction

Modification

Awning

Sign installation

Demolition

Certificate of economic hardship

Infill in a Historic District

Scope of work:

(Mark all that apply)

Addition

Paint

Replace or add windows or doors

Reroof

Repair of stone or brick

Lighting

Other

Scope of Work Details

Paint Scope of Work:

List the New Colors proposed

Black

Are the colors selected from a Historic Paint palette:

Yes

Repaint same colors

New Colors

Paint removal

COA Building Information

Existing Building Information:

Storefront width?

--

Materials?

--

Proposed Construction Information:

Height?

--

Additional information regarding the specific request:

--

Area?

--

Height?

--

Year built?

--

Area?

--

Materials?

--

The End Goal and overall vision for this property is to help the downtown area become more alive and interactive, while representing Pueblo's community, culture, and history. The Steel on the front façade (on all properties) clearly stating a reminder of "The Steel City". On one end (318) we have the Mayen mask mural, the Mayen Mask is an artistic interpretation of a traditional Mayan mask. The mask has three sections: the outside, middle, and center, representing; mind, body, and spirit. This concept intends to serve the Pueblo community and culture in several ways. The image aims to provoke thoughts and introspections about its experience and meaning. It enhances and fixes a previously neglected and visually unappealing space and brings a sense of beauty through the vibrancy of the colors. The purpose of the mural is to create a colorful and attractive image which promotes a sense of wonder and pride in our community. By placing this artwork in the public space, we create an interesting destination to be enjoyed for the entire community. This encourages public activity, provides a setting for photo opportunities, and creates a place of social interactions for everyone to freely experience. On the other end (326 union) we have a color splash in the landscape of a "core" being created and formed. This representing all the different subjects, cultures, and differences that we have in our community "our core". As in the mural, like you would read a history book from left to right, it starts all over the place, trying to figure out what it is to become, then at the end to be a solid, unified, strong core. A core that is filled with all different things coming together as one beautiful piece. A Strong "Pueblo Proud" core.



Paint Colors 300 Bk S. Union

Mayan Mask (318 S. Union) Core (326 S. Union)

Aqua	Turquoise
Turquoise	Cranberry
Waterfall	Marigold
Real orange	Key Lime
Marigold	Sun yellow
Sun Yellow	Tropical
Key lime	Eden
Seaside	French lilac
Sweet pea	Senside
Golden sunset	Semi-gloss black
Auvergne	Sweet pea
Berry pink	Auvergne
Apple red	Apple red
Coral	Berry pink
Deep blue	Brilliant Blue
Grape	Colonial red
Hunter green	Purple
Meadow green	Real orange
Seaside	Spring green
Spring green	Fire orange
Semi-gloss black	Harvest patch
Navy blue	Lemon grass
Fire orange	Magenta
Harvest patch	Oasis
Magenta	
Oasis blue	
Paprika	

(D) EXERPTS FROM THE UNION AVENUE NATIONAL REGISTER NOMINATION

FHR-9-300 (11-78)

United States Department of the Interior
Heritage Conservation and Recreation Service

National Register of Historic Places
Inventory—Nomination Form



Continuation sheet Union Avenue Historic
District

Item number 7

Page 7

57. "C" Store (323 S. Union). c. 1900: two-story, red brick structure with brick piers; corbeling; and arched radiating voussoirs over windows. First story has been altered.
- ✓ 58. "C" Store & Apartment (325-325 1/2 S. Union), Tivoli Building--1896: Two-story cut stone with piers; steel belt course and decorated concrete belt course.
- ✓ 59. "C" Stores (327-335 S. Union), William Strait Block, G. W. Roe Architect. c. 1893: two-story red brick structure with four store fronts; also pier and spandrel with plinth, two iron belt courses, stone belt course, corbeling, and 17 spaced windows across the front.
- ? 60. "C" Store (304-306 S. Union/Historic Address: 66-68 S. Union), Donnegan Block. c. 1883: two-story red brick structure. Brick piers with plinth, decorated. Three-center door openings with double transoms, decorated lintels.
- ? 61. "C" Vacant (303-308 1/2 S. Union), J.S. Glass Clothing Store--National Register property. 1889: three-story, red-brick presently being restored. Two belt courses, boxed cornice with decorated frieze. Cast iron store front supports, etched and embossed glass, semi-circular and segmental window heads with connecting lintels.
- ? 62. "C" Tavern (310 S. Union/Historic Address: 72 S. Union). c. 1883: two-story red brick stone lug sills and lintels, rosettes on iron coursing, and corbeling.
63. "V" Vacant Lot (312-316 S. Union).
64. "C" Johnson Electric (318 S. Union/Historic Address: 80 S. Union), Beauchamp Block. c. 1883: two-story red brick, iron belt course with rosettes, stone belt course, pier and spandrel wall construction, recessed segmental window head with arched voussoirs.
65. "NC" Johnson Electric (320-324 S. Union). c. 1945: one-story red brick building; stuccoed; new glazed yellow brick front. constructed from two smaller structures in 1945.
66. "V" Vacant Lot (328 S. Union).