



Historic Preservation Commission Remote Meeting Instructions for May 3, 2021 Meeting

In order to comply with all health orders and State guidelines to stop the spread of the COVID-19 Coronavirus, **no physical location, including the City Council Chambers, will be set up for viewing or participating in this meeting.**

Citizen Participation During Hearing

Click the link below to join the virtual meeting. During the public hearing portion, use the Q&A or raised hand features at the bottom of the screen and you will be called upon to speak at the appropriate time.

<https://greeleygov.zoom.us/j/87510897976>

Livestream on YouTube:

View a live stream of the meeting on the City of Greeley YouTube channel

<https://www.youtube.com/CityofGreeley>.

Other options for sharing public comments:

E-mail – Submit to cd_admin_team@greeleygov.com

All comments submitted by e-mail will be read into the record at the appropriate points during the meeting in real time. Comments can be submitted up to and throughout the meeting.

Traditional Mail – Historic Preservation Commission, 1100 10th Street, Greeley, CO 80631

All written comments must be received no later than the day of the meeting. Written comments received by mail will also be read into the record in real time.

Visit the Historic Preservation Commission web page at <https://greeleygov.com/government/b-c/boards-and-commissions/historic-preservation> to view and download the contents of the agenda packet. You are also welcome to call the Planning office at 970-350-9780 if you have any other questions or require special accommodations to attend a virtual hearing.



Chair

Bob Brunswig

Vice-Chair

Cristen DePetro

Commissioners

Doran Azari

Dan Podell

Laura Sattler

(Two Vacancies)

**A City Achieving
Community Excellence**

Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live, work, and play.

Historic Preservation Commission Agenda

May 3, 2021 at 4:00 p.m.

This meeting will be conducted remotely. (See previous page or participation instructions and/or to view the YouTube replay.)

- I. Call to Order & Roll Call
- II. Approval of Agenda
- III. Approval of April 5, 2021 Minutes
- IV. Public Input
- V. Resolution Commending John Gifford for Service on Historic Preservation Commission
- VI. Resolution Commending Scott McLean for Service on Historic Preservation Commission
- VII. Colorado Preservation, Inc. Saving Places Conference Reports
- VIII. Opportunity at Risk: The Contribution of San Antonio's Older Housing to Affordable Housing (from Place Economics Webinar)
- IX. Commission Member Reports
- X. Staff Report
- XI. Adjournment

HISTORIC PRESERVATION COMMISSION MEETING DATES:

Meetings are held on the 1st and 3rd Mondays of the month at 4:00 p.m. Agendas are posted at <http://greeleygov.com/government/b-c/boards-and-commissions/historic-preservation>.

May 17, 2021	September 6, 2021 (cancelled/holiday)
June 7, 2021	September 20, 2021
June 21, 2021	October 4, 2021
July 5, 2021 (cancelled/holiday)	October 18, 2021
July 19, 2021	November 1, 2021
August 2, 2021	November 15, 2021
August 16, 2021	December 6, 2021
	December 20, 2021

Historic Preservation Public Hearing Procedure

Public Hearing to...

1. Chair introduce public hearing item
2. Historic Preservation Staff report
3. Applicant Presentation
4. Commission questions
5. Chair opens public hearing
6. Chair closes public hearing
7. Applicant rebuttal
8. Commission discussion and vote



HISTORIC PRESERVATION COMMISSION Proceedings

**April 5, 2021
4:00 p.m.**

(Zoom Webinar and viewable on City of Greeley YouTube)

I. Call to Order and Roll Call

Vice Chair DePetro called the meeting to order at 4:00 p.m. Commissioners Azari, McLean, Podell and Sattler were present. (Chair Brunswig was absent and there is one vacancy.)

II. Approval of Minutes for the meeting held on March 1, 2021

Commissioner Podell moved to approve the minutes dated March 1, 2021. Commissioner Azari seconded the motion. Motion carried 5-0. (Chair Brunswig was absent and there is one vacancy.)

III. Public Input

Linde Thompson addressed the Commission on behalf of Historic Greeley Inc. and provided an update on rehabilitation of the Bessie Smith House for Family of Christ Presbyterian Church. Ms. Thompson advised that the exterior was painted last fall and reconstruction of the porch is underway. She added that the interior structural framing, walls and insulation are complete and sheetrock is being installed. Ms. Thompson also reported that permanent electrical service is going in this week and that an elevator lift will be installed within the next couple of weeks. She indicated that Historic Greeley Inc. is looking forward to resuming in-person meetings and that, with the advent of warmer weather and increasing numbers of COVID vaccinations, anticipates meeting in person later in April and will consider whether to do any activity or event for Historic Preservation Month in May.

IV. Public hearing to consider Certificate of Designation

Case Number: GHR2021-0001
Applicant: Raj Sharma, on behalf of owner 915 919 919½ 921 16th Street LLC
Project Name: Color Portraits Sign Greeley Historic Register Nomination
Project Address: 915-21 16th Street
Case Planner: Elizabeth Kellums, Planner III – Historic Preservation

Vice Chair DePetro introduced the case and asked whether there were any conflicts of interest by Commission members. There being none, Ms. Kellums addressed the Commission and presented the staff report.

Ms. Kellums introduced the item as the designation of the Color Portraits Sign on the Greeley Historic Register. She presented a site map showing the location of the property. Ms. Kellums described three areas of significance considered for historic designations, including historical, architectural and geographical, as well as integrity criteria. She advised that a property must meet at least one criterion in one area of significance as well as retain sufficient integrity to convey that significance.

Ms. Kellums presented a history of the sign that was constructed in 1943 by Ray Moore Sign Service and delivered to Nash Studio. The building was occupied in 1935 by Martin Studio and owned and operated by Robert Eldon Martin and his wife and business partner, Charlotte Bethel Martin. Robert Martin was an Army camp photographer at Camp Roberts in California in 1943-44 and his wife ran the business. In 1943, Nash Studio occupied the building and the photography business was owned and operated by Hugh Nash, who was also an Army photographer at Camp Roberts, and his wife, Hulda, a professional photo re-toucher. Hugh was active in community as a photographer. As a point of interest, Ms. Kellums noted a newspaper article describing Hugh Nash speaking to the Greeley city council on behalf of a group of local photographers about the need to regulate the activities of all photographers and calling out the unethical practices of traveling photographers. She added that the Color Portrait Sign has character, interest and integrity that reflects the heritage and cultural development of Greeley in the 1940s and modernization of the World War II era and development along 16th Street. Ms. Kellums thanked the museum staff for their research and presented an undated photograph of the lit up sign when neon was still functional. She presented a current photograph that includes the holes that housed the neon tubing, and noted that the sign remains in its original location.

Ms. Kellums described the sign as a mid-20th century, steel, rooftop, commercial neon sign that became popular in the early 1920s and hit the height of popularity in the 1940s. Following a decline, this sign style regained popularity in the 1970s. Ms. Kellums reported that the colors on the sign are the original colors.

The sign is located near several designated properties that include the Monroe Avenue Historic District, Campus Pharmacy Building and several houses on 9th Avenue that are individually designated. It is also significant in that it is located across from the University of Northern Colorado campus and is a visual, well-known landmark associated with the commercial development of the 16th Street corridor.

Ms. Kellums described the designation criteria and provided examples of how the sign meets specific criteria. She noted that the sign gained historical significance as it was associated with Nash Studio from 1943 until it closed in 1973, adding that it is architecturally significant as a mid-century commercial neon sign and geographically significant due to its placement and location.

Ms. Kellums also described seven aspects of integrity established by the National Parks Service, including location, design, setting, materials, workmanship, feeling and association. She added that, while the sign lacks the glass tubing and neon gas and has lost some integrity, it conveys significance since it retains the paint and holes from the glass tubing and is still in its original location.

Notice was published in the Greeley Tribune two weeks prior to the hearing on March 21 and 28 and a sign was posted at the site. The applicant received notice of the designation hearing by letter dated March 1. Staff recommends that the Color Portraits Sign at 915-21 16th Street meets criteria for historical, architectural and geographical significance and integrity criteria in Section 18.36.060 of the Greeley Municipal Code (to be revised and recodified to Section 24-947 in May 2021).

Upon question by Commissioner Azari, Ms. Kellums reported that the sign remains in good condition. Commissioner Sattler asked whether the owner intends to eventually restore the neon lights or modify the sign so that neon lights could be added in the future. Ms. Kellums reported that she had not received official word, adding that the applicant is working with Historic Greeley Inc. who has been doing some research and deferred to the applicant to respond.

The applicant, Raj Sharma, addressed the Commission and thanked Ms. Kellums and Historic Greeley Inc. for their assistance. He stated that Ms. Thompson might have information about the best option to restore the sign as well as available grants and other funding. Linde Thompson advised that designation of the sign would open doors for resources toward rehabilitation of the sign. She added that she has talked with some commercial sign contractors who are waiting on the historical photograph that the museum provided.

Vice Chair DePetro observed that it would be great if the sign could be restored to illuminate all night along the 16th Street corridor. Commissioner Podell asked about the potential impact to buildings with a historic sign mounted to the top and asked whether there were limitations placed upon owners as far as interior or exterior building renovations. Ms. Kellums advised that the buildings are not affected as the designation only pertains to the sign, adding that designations have legal descriptions that remain with the property. She stated that the designation certificate would indicate that only the sign is designated on the Register, adding that if the sign were to be removed, the issue would be revisited at that time.

Commissioner Azari asked whether the building owner is responsible for taking care of the sign and the expectation for any potential future owner to maintain the sign. Ms. Kellums advised that to the extent the designation continues, so does an owner's obligation to care for the sign. She added that the designation certificate is recorded with the legal description that should appear on any title work to advise future owners that they are purchasing a designated property with an expectation that it must be maintained.

Upon question by Commissioner McLean, Ms. Thompson reported that the sign is attached to the roof. She added that the sign is firmly secured by supports and was not disturbed when the building was re-roofed in the 1980s.

Vice Chair DePetro opened the public hearing at 4:32 p.m. The clerk read a comment from Louisa Andersen into the record. The public hearing was closed at 4:33 p.m.

Commissioner McLean moved that, based on the application received and the preceding analysis, the Commission finds and concludes that the Color Portraits Sign at 915-21 16th Street meets significance criteria of Section 18.36.060(a) [to be recodified as Section 24-947] and integrity criteria of Section 18.36.060(d) [to be recodified as Section 24-947] of the Greeley Municipal Code, as summarized below, and therefore approve the designation.

(1) Historical Significance:

- a. *The property has character, interest and integrity and reflects the heritage and cultural development of the City, State or Nation.*

The Color Portraits Sign has character, interest and integrity and reflects the heritage and cultural development of Greeley. The sign reflects the commercial development in the 16th Street corridor.

(2) Architectural Significance:

- a. *Characterizes an architectural style associated with a particular era and/or ethnic group.*
- d. *Has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance.*
- e. *Has visual symbolic meaning or appeal for the community.*

The sign represents mid-20th century commercial neon sign architecture and is associated with the 16th Street corridor development.

(3) Geographical Significance:

- a. *The property has proximity to a square, park or unique area deserving of preservation.*
- b. *Is a visual feature identifying an area or neighborhood or consists of utilitarian and commercial structures historically and geographically associated with an area.*

The sign is significant for its location on the 16th Street corridor, across from the college and in close proximity to Greeley Historic Register-designated Monroe Avenue Historic District and Campus Pharmacy Building, an area significant for reflecting the mid-20th century commercial development of Greeley.

Commissioner Azari seconded the motion. The motion carried 5-0. (Chair Brunswig was absent and there is one vacancy.)

V. Historic Preservation Month Discussion

Ms. Kellums advised that May is Historic Preservation Month and that there is currently no in-person event planned due to COVID-19. She has prepared a proclamation that will be presented and read at City Council's first meeting in May. She asked Commissioners to provide any ideas of ways to celebrate. Commissioner Azari expressed appreciation for the Windows of Time videos and stated that it might be nice to make them available to the community. Ms. Kellums advised that some of the videos are available on the City's YouTube channel on the "Windows of Time" playlist. Commissioners suggested involving the media to relay the information to the public as well as resources such as the library and social media.

VII. Commission Member Reports

Commissioner McLean expressed his thanks to everyone for allowing him to serve on the Commission for the past 2½ years and advised that he is moving to Oregon on April 20 to reside near family. He added that his role on the Commission provided an opportunity to work on the William Bowman Project that he presented two years ago. Commissioners thanked Mr. McLean for his service and Commissioner Sattler expressed gratitude for his knowledge, expertise and input. Commissioner McLean added that he plans to return to Colorado to present an expanded version of the William Bowman presentation at the CPI Saving Places conference when in-person learning opportunities return.

VIII. Staff Report

Ms. Kellums advised that recodification of the Greeley Municipal Code is scheduled for approval by City Council on April 6 and will take effect in May. She noted that there are two vacancies on the Commission and that there are no applicants to date.

IX. Adjournment

The meeting adjourned at 4:54 p.m.

Cristen DePetro, Vice Chair

Elizabeth Kellums, Secretary



**CITY OF GREELEY HISTORIC PRESERVATION COMMISSION
RESOLUTION NO. 1
SERIES 2021**

A RESOLUTION COMMENDING JOHN GIFFORD FOR HIS SERVICE ON THE CITY OF GREELEY HISTORIC PRESERVATION COMMISSION.

WHEREAS, John Gifford has served the City of Greeley through his membership as a commissioner of the City of Greeley Historic Preservation Commission from December 2019 to March 2021; and

WHEREAS, Mr. Gifford showed an active interest in every topic of discussion, bringing to such discussions a valuable perspective as a contractor and interested citizen; and

WHEREAS, during his tenure, Mr. Gifford expended many hours in the consideration of certificate of approval applications, historic preservation presentations, and policy discussions; and

WHEREAS, during this time, Mr. Gifford supported various historic preservation events, including walking tours, History Brown Bags, and Historic Preservation Month events;

NOW, THEREFORE, BE IT RESOLVED that the City of Greeley Historic Preservation Commission members and the Community Development staff express their sincere appreciation for, recognition of, and contributions made by John Gifford in service to the City of Greeley.

Signed and approved this 3rd day of May 2021.

Attest:

Bob Brunswig, Chair

Elizabeth Kellums, Secretary

Cristen DePetro, Vice-Chair

Doran Azari

Dan Podell

Laura Sattler



**CITY OF GREELEY HISTORIC PRESERVATION COMMISSION
RESOLUTION NO. 2
SERIES 2021**

A RESOLUTION COMMENDING SCOTT MCLEAN FOR HIS SERVICE ON THE CITY OF GREELEY HISTORIC PRESERVATION COMMISSION.

WHEREAS, Scott McLean has served the City of Greeley through his membership as a commissioner of the City of Greeley Historic Preservation Commission from October 2018 to April 2021; and

WHEREAS, Mr. McLean showed an active interest in every topic of discussion, bringing to such discussions a valuable perspective as a historic preservation design professional; and

WHEREAS, during his tenure, Mr. McLean expended many hours in the consideration of historic property designation applications and certificate of approval applications, state historic preservation income tax credit applications, historic preservation presentations and policy discussions; and

WHEREAS, during this time, Mr. McLean supported various historic preservation events, including walking tours, History Brown Bags, and Historic Preservation Month events, including sharing his expertise about renowned Colorado architect William Bowman;

NOW, THEREFORE, BE IT RESOLVED that the City of Greeley Historic Preservation Commission members and the Community Development staff express their sincere appreciation for, recognition of, and contributions made by Scott McLean in service to the City of Greeley.

Signed and approved this 3rd day of May 2021.

Attest:

Bob Brunswig, Chair

Elizabeth Kellums, Secretary

Cristen DePetro, Vice-Chair

Doran Azari

Dan Podell

Laura Sattler



Community Development Department MEMORANDUM

TO: Historic Preservation Commission
RE: PlaceEconomics webinar
FROM: Elizabeth Kellums, Planner III – Historic Preservation
DATE: May 3, 2021

At the meeting on May 3rd, the Commission will view a webinar by PlaceEconomics. They provided the information below about the webinar. For more information about PlaceEconomics, view their website: www.placeeconomics.com

Opportunity at Risk: The Contribution of San Antonio's Older Housing to Affordable Housing

The United States is in a housing affordability crisis. Preservationists have argued for years that utilizing older (re: not necessarily “historic”) housing stock must be a central component of any affordable housing strategy. Until now, the research did not exist to advocate on behalf of older housing as a source of affordable housing. Join in for this webinar to hear about PlaceEconomics’ exciting new research from San Antonio, Texas on the role that older housing plays in meeting the needs of San Antonians in general, and households of modest income in particular. We will also discuss approaches to keep more existing housing units available for sale and for rent as well as strategies for communicating the importance of preserving our existing building stock to elected officials and policy makers. Webinar hosted by Ticco.