

United States Department of the Interior  
National Park Service

# National Register of Historic Places Continuation Sheet

Section number \_\_\_\_\_ Page \_\_\_\_\_

### SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 92000315

Date Listed: 4/17/92

Colorado Building  
Property Name

Pueblo Co.  
County

CO  
State

Multiple Name

-----  
This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Beth Boland  
Signature of the Keeper

4/17/92  
Date of Action

=====  
Amended Items in Nomination:

Acreage omitted. Correct acreage is one.

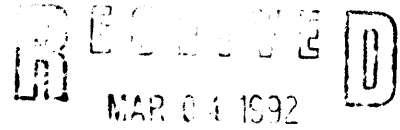
DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

NPS Form 10-900  
(Rev. 8/86)  
NPS/CHS Word Processor Format  
(Approved 03/88)

OMB No. 1024-0018

United States Department of the Interior  
National Park Service



**NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM**

**NATIONAL  
REGISTER**

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable". For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printers in 12 pitch. Use only 25% or greater cotton content bond paper.

**1. Name of Property**

historic name: Colorado Building  
other names/site number: N/A

**2. Location**

street & number: 401 - 411 N. Main Street (NA) not for publication  
city, town: Pueblo (NA) vicinity  
state: Colorado code: CO county: Pueblo code: 101 zip code: 81003

**3. Classification**

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
(X) private	(X) building(s)	_____	_____
( ) public-local	( ) district	<u>1</u>	_____ buildings
( ) public-State	( ) site	_____	_____ sites
( ) public-Federal	( ) structure	_____	_____ structures
	( ) object	_____	_____ objects
		<u>1</u>	<u>0</u> Total
Name of related multiple property listing:		No. of contributing resources previously listed in the National Register	
<u>N/A</u>		<u>0</u>	

**4. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this (x) nomination ( ) request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property (x) meets ( ) does not meet the National Register criteria.  
( ) See continuation sheet.

*[Signature]* 2/25/92  
Signature of certifying official Date  
State Historic Preservation Officer, Colorado Historical Society  
State or Federal agency and bureau

In my opinion, the property ( ) meets ( ) does not meet the National Register criteria. ( ) See continuation sheet.

\_\_\_\_\_  
Signature of Commenting or Other Official Date  
\_\_\_\_\_  
State or Federal Agency and Bureau

**5. National Park Service Certification**

I, hereby, certify that this property is:

- () entered in the National Register. *Beth Roland* 4/17/92  
( ) See continuation sheet
- ( ) determined eligible for the National Register. ( ) See continuation sheet \_\_\_\_\_
- ( ) determined not eligible for the National Register. \_\_\_\_\_
- ( ) removed from the National Register. \_\_\_\_\_
- ( ) other, (explain:) \_\_\_\_\_  
\_\_\_\_\_  
Signature of the Keeper Date of Action

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**6. Functions or Use**

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**Historic Functions****(enter categories from instructions)**

Commerce/Trade: Business  
Commerce/Trade: Professional  
Commerce/Trade: Speciality Store  
Recreation/Culture: Theater

**Current Functions****(enter categories from instructions)**

Commerce/Trade: Business  
Commerce/Trade: Professional  
Commerce/Trade: Speciality Store

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**7. Description**

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**Architectural Classification****(enter categories from instructions)**

Other: 20th Century Commercial

**Materials****(enter categories from instructions)**

foundations Concrete/metal: steel  
walls Brick  
  
roof Asphalt  
other Aluminum: Marquees  
Terra Cotta Trim

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**Describe present and historic physical appearance.**

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The Colorado Building is a commercial office building on the 100%<sup>1</sup> corner of 4th and Main Streets in downtown Pueblo. It occupies the Southeast quarter of Block 34, City of Pueblo. The Federal Building (U.S. Post Office), listed in the National Register, occupies the Northeast corner of the block and Mountain Bell buildings occupy the entire west half of the block. The earliest description of the building appeared in the October 9, 1925 issue of the Pueblo Daily Chieftain.

The building, which is to be erected at the corner of Fourth and Main Streets, will be four-story, fireproof, and in many ways the most up-to-date office building in Southern Colorado. The first floor will be used for stores and a theatre, and the remaining three stories will contain 160 office rooms.

The exterior of the building will be tapestry brick and trimmed with polychrome terra cotta. New features in office building construction will be used, some of which have never before progressed west of the Mississippi.

The Colorado Building is a rectangular shaped, four story building with 8 vertical divisions on the Main Street elevation, and 16 vertical divisions on the 4th Street elevation. Construction materials are tapestry brick, the predominant brick being a dark red with vertical rows of off-white brick to either side of each tier of windows on the second, third and fourth stories and a rectangular panel of white (outlined in red) under each window. White brick is also used as a cap for the parapet and in the terra cotta frieze just below the cornice. An

(x) See continuation sheet

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arch of the off-white brick over each fourth story window contributes to the continuity of design. A terra cotta corbel separates the first story from the upper stories. Along the 4th Street side of the first story the original storefront windows were replaced with panels of the light brick in 1950 when J. J. Newberry purchased the building. In 1986, when the Social Security Administration moved into the corner space, windows along the 4th Street wall were required so windows were inserted in the brick panels. An additional change was made by Newberry when the square marquee over the main entrance was replaced by a curvilinear aluminum marquee and similar marquees were installed over the corner entrance and the rear entrance to the Newberry Store on 4th Street. The roof is flat. The structural system is of reinforced concrete with steel beams and posts and 8" thick poured concrete and aggregate floors on all stories.

Windows are oak framed, double hung. With the exception of some of the ground floor display windows and those mentioned above, they are the original windows and panes. Exterior doors are heavy plate glass in aluminum frames.

Of decorative interest is the geometric design of the frieze, a combination of squares, rectangles and triangles in brick relief. The parapet of the building also boasts some decoration where, centered between the third and sixth tiers on the Main Street side it is raised two steps and capped with a terra cotta casting.

The office and theater entrance is on the Main Street side of the building. The original vertical, projecting theater sign is no longer in place. It was 35 feet high, 5 feet wide and contained 1,000 orange and white light bulbs which spelled out "Colorado Theater". The original lighted marquee, which gave the name of the movie currently playing, and the ticket booth have also been replaced. The existing marquee is a simple curved design projecting over the sidewalk. All of these changes occurred ca. 1950.

The wide building entrance contains five non-original doors surmounted by a large transom light. On each side of the entrance are non-original aluminum framed advertising panels attached to the face of the building and a non-original ticket booth on the right side.

In the elevator foyer, the floor of rubber tiles was replaced by a new tile surface in 1984. The material of the original floor is not known. There are three original chandeliers still remaining on the coffered ceiling. Around the foyer walls are panels framed by green marble pilasters topped with decorative

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capitals painted gold. Gold paint also highlights the wall and ceiling panels. The green marble is repeated in the baseboards.

The elevators are on the left of the foyer. Across the foyer from the main entrance, are three sets of double doors with mirrored panels leading into the theater lobby. The lobby has been greatly altered from its original appearance with the ceiling lowered, the crystal chandeliers removed and the walls covered with wood paneling. The original balcony stairs are located at either side of the lobby which still has the original wrought iron hand railings painted dark red.

The auditorium is entered through three sets of double doors at the middle rear and the far sides of the back wall. There is one center aisle and two side aisles along the walls which run to the front of the theater. The simple proscenium arch is painted dark red. To the left is a round arched organ chamber on the upper left wall and a matching opening on the right with the lower two-thirds covered by elaborate grills. Below are doorways topped with triangular pediments. Originally there was a panel above the proscenium arch with a Turkish scene painted by local Pueblo artist, Charles Schoor, which is now gone. The original crystal chandelier suspended from the auditorium ceiling was removed sometime before 1960.

The auditorium walls on the main floor are divided into panels. On the upper portions beginning at the front of the auditorium are three large panels containing colorful murals in surrealist designs. The murals are framed by wide, arched plaster moldings with raised circular designs. There are double pilasters with decorative capitals dividing the panels. In the balcony there is a center projection booth with the 1940s projection equipment still in place. All of the balcony seats have been removed.

The original orchestra pit has been covered over, but the dressing rooms remain under the stage.

On the upper floors in the office portion of the building, the spaces are divided into offices or various sizes. The third and fourth floor hallways and restrooms still retain the original hexagonal porcelain tiles.

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In replacing the old Opera House, the Colorado Investment Company included a theater, actually a separate building on the Northwest corner of the site. In order to protect and preserve the life of the office building, the theater (long vacant), may be replaced by a parking lot. The change in the building will not alter the exterior appearance of the building from either Main Street or 4th Street.

Today's demands for air conditioning require interior alterations to provide that service. This will allow for removal of window air conditioners, improving the exterior appearance of the building. Also included in plans for the future of the building is the cleaning of exterior brick and terra cotta to restore the appearance as close to the original as possible.

FOOTNOTE

1. Following World War II when chain stores rapidly began to spread across the face of the country, they needed to develop a gauge by which they could determine the most probable profitable location for their stores. This they did by sending crews (usually composed of college students) to cities in which they wished to locate a business.

Each person on the crew would be given a counter and assigned to a specific location in the district, then, simultaneously during business hours, the members of the crew counted the people passing them. Their findings were then recorded on a map and the location or corner of the highest count was designated the 100% location to denote that it had the highest volume of foot traffic in the district. All other locations were given a percentage in comparison to the 100% location.

Such a foot traffic study could be most valuable to a sales manager or president of a chain store in helping them choose a location for their store.

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**8. Statement of Significance**

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Certifying official has considered the significance of this property in relation to other properties:      ( ) nationally      ( ) statewide      (x) locally

Applicable National Register Criteria      (x) A      ( ) B      (X) C      ( ) D  
Criteria Considerations (Exceptions)      ( ) A      ( ) B      ( ) C      ( ) D      ( ) E      ( ) F      ( ) G

**Areas of Significance**

(enter categories from instructions)

Architecture

Commerce

**Period of Significance**

1925

1925 - 1941

**Significant Dates**

1925

1925 - 1941

**Cultural Affiliation**

N/A

**Significant Person**

N/A

**Architect/Builder**

Bowman, William N. Company

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**State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.**

The Colorado Building is significant in the category of architecture because it was a departure from the Victorian styling prevalent on Main Street, Santa Fe Avenue and Union Avenue and from the neoclassic design of the government buildings in the city--the National Register Federal building, its neighbor to the north, being one of those.

The building has significance for its association with Denver architect William Norman Bowman. The architect, William Norman Bowman received his training in Detroit. In 1892 he opened an office in Indianapolis and in 1910, moved to Denver. Bowman became prominent in Colorado as a designer of public buildings among which are: The Denver Telephone Building, Colorado State Office Building, Byers Junior High School, Cole Junior High School, the Denver Theater Building, Continental Oil Building, El Jebel Temple, Scottish Rite Temple, and the Norman Apartments, all of the above being in Denver. In addition his works include the courthouse in Greeley, the gymnasium at the "Teachers College" (now UNC) in Greeley, the Colorado Building in Pueblo and many high schools in Colorado towns.<sup>1</sup> The Colorado Building is one of two known buildings with Sullivanesque influence remaining in Pueblo. It strongly follows the pattern developed by well-known architect Louis Sullivan (1856-1924)<sup>2</sup>. Sullivan was coincidentally, the designer of the Grande Opera House which formerly stood on the site of the Colorado Building.

Of commercial significance is the fact that the location of the building is right on the crossroads between north and south, east and west Pueblo. In addition, two great disasters contributed to its ultimate significance. Following the great flood of 1921 when a large segment of the business district

(X) See continuation sheet



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was inundated by the roiling waters of the Arkansas River, Pueblo was struggling to recover from that terrible economic blow. "During the 1920s and 1930s Pueblo was fighting to keep even, but it was determined to grow as the industrial city of the West, as the hub of the fertile Arkansas Valley, as the crossroads of a streamlined mechanized nation.<sup>3</sup> The second great catastrophe occurred during the next year, 1922, on March 1, when the Grande Opera House burned almost to the ground and the city lost one of its most precious landmarks and favored officing and gathering places.<sup>4</sup> Hence, the erection of such an architecturally advanced structure replacing the Landmark Opera House and rising "Phoenix-like from the ashes of the old"<sup>5</sup> excited the community. Once again the corner was a gathering place as the first major ground floor tenant provided "space in the basement for the use of churches and charitable organizations where bazaars and functions of various kinds may be held."<sup>6</sup> Likewise, retail shops moved into smaller ground floor spaces and doctors, dentists, lawyers, insurance and real estate agents and others could once again locate their offices in a locale so ably served by public transportation.

The developers of the building were three prominent Pueblo businessmen who, on October 1, 1925, announced the organization of the Southern Colorado Investment Company for the purpose of erecting the Colorado Building. These men included: Charles Lee, president of the Pueblo Conservancy District; G. Harvey Nuckolls, president of the Nuckolls Packing Company; and E. G. Middlekamp, president of the Middlekamp Agency involved in real estate.

The first two major tenants were the Southern Colorado Power Company and Publix Theater Corporation. The November 22, 1925 Sunday Pueblo Chieftain which announced the relocation quoted W. N. Clark, general manager of the Southern Colorado Power Company as stating that in 1925 the company had over 12,543 customers and "furnished electric lights and power service to a total estimated population of 95,000 in 45 cities and towns." The November 21, 1926 Sunday Pueblo Chieftain headed the opening of the Colorado Theater and described the Publix Theater Corporation as "the largest theater operating company in the world, with motion picture theaters of the deluxe type, of which the Colorado is the newest and finest example, located in all the great cities of the United States."

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FOOTNOTES

1. Capitol's Who's Who for Denver 1940-1942, Capitol Publishing Co., p. 49.
2. Blumenson, John Identifying American Architecture, pp. 64-65.
3. Taylor, Ralph, Colorado South of the Border, Sage Books, Denver, CO 1963, p. 381.
4. Dodds, Joanne West, Pueblo A Pictorial History, Donning Company, Norfolk, VA 1982, pp. 86, 87.
5. Pueblo Daily Chieftain, October 9, 1925, November 22, 1925, November 21, 1926.
6. Ibid.

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**9. Major Bibliographical References**

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See footnotes.

(x) See continuation sheet

**Previous documentation on file (NPS):**

- preliminary determination of individual listing ( 36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

**Specify Repository:**

Pueblo Chieftain, Pueblo Regional Library

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**10. Geographical Data**

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**Acreage of property:** \_\_\_\_\_

**UTM References**

A 1|3 5|3|4|2|6|0| 4|2|3|5|7|2|0|  
Zone Easting Northing

B | | | | | | | | | |  
Zone Easting Northing

C | | | | | | | | | |  
Zone Easting Northing

D | | | | | | | | | |  
Zone Easting Northing

( ) See continuation sheet

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**Verbal Boundary Description**

Northeast 36 feet by 32 feet of Lot 11, Northeast 36 feet of Northwest 9 feet of Lot 12, East 35 feet of Lot 12, and all of Lots 13-16, Block 34, Pueblo

( ) See continuation sheet

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**Boundary Justification**

The boundary defines the land historically associated with the Colorado Building.

( ) See continuation sheet

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**11. Form Prepared By**

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Name/Title: Ann Leach/Patrick Leach

Organization: N/A

Street & Number: P. O. Box 833

City or Town: Pueblo

Date: May 1991

Telephone: (719) 544-0734

State: CO Zip Code: 81002

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PHOTOGRAPHS

The following information is the same for all photographs.

1. Colorado Building
2. Pueblo, Colorado
3. Photographer: Patrick Leach
4. Date of photograph: May 22, 1991
5. Original negatives are located in the management office of the Colorado Building

Photo #

- #1. SE corner elevation, view to NW
- #2. View of lobby from Main Street entrance, view to W
- #3. E elevation, view to SW
- #4. E elevation including Post Office, view to SW
- #5. Entrance, E elevation, View W
- #6. Office and theater entrance, E facade
- #7. Elevator foyer off E. facade
- #8. Elevator foyer
- #9. Theater lobby
- #10. Theater lobby
- #11. Proscenium arch
- #12. Murals
- #13. Murals
- #14. Balcony and projection booth

COLORADO BUILDING  
401-411 NORTH MAIN STREET  
PUEBLO, PUEBLO COUNTY, COLORADO

