

2601 S. College



**“Old does not
necessarily mean
historic”**

**-Mayor Troxell
2018**

Team

Property Owners: Kriss Spradley and Bill Barr

Built Environment Evolution: Natalie Feinberg Lopez

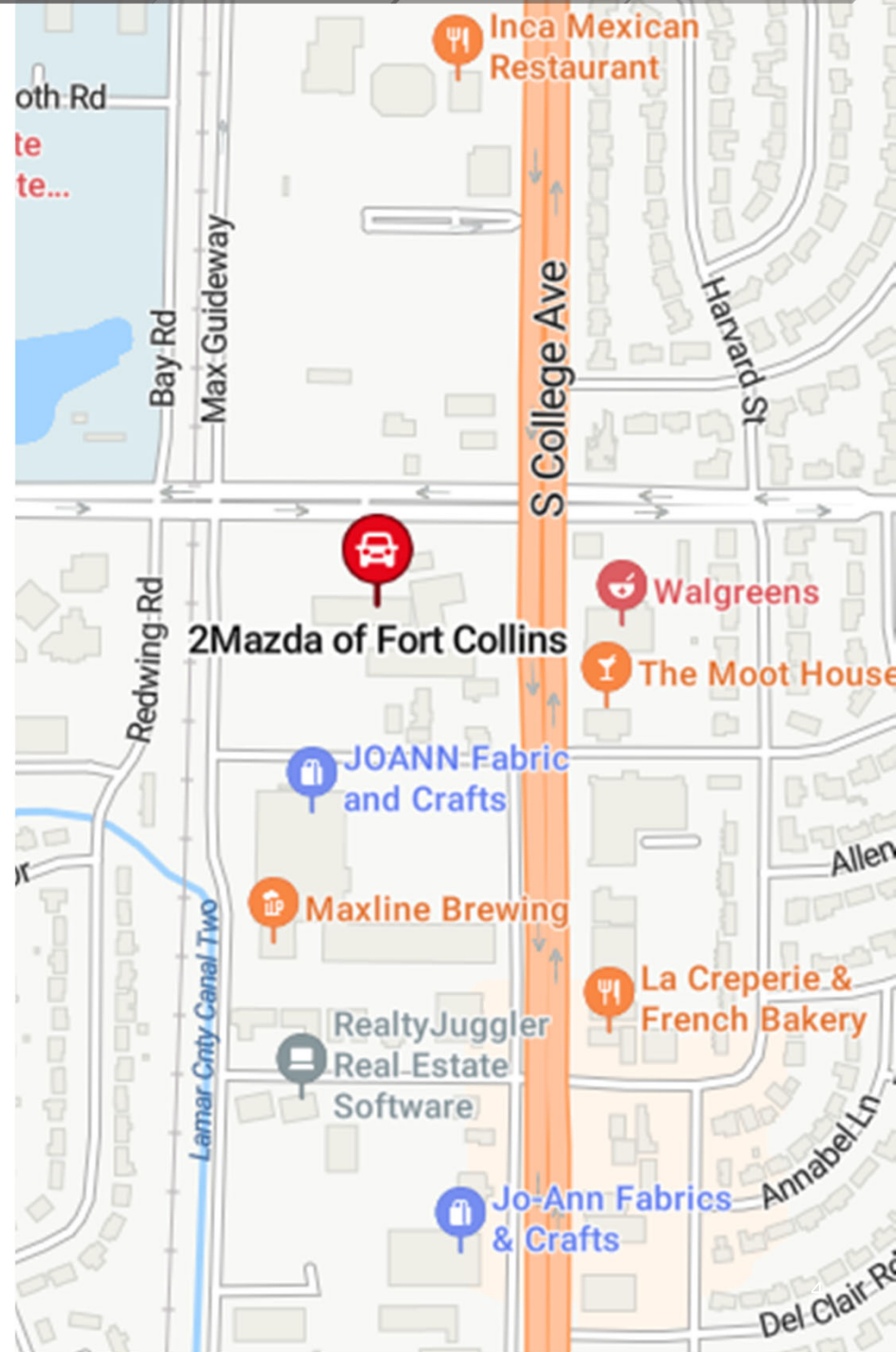
Brownstein:Carolynne White, Angela Hygh, and Nina Sawaya

The Appeal

- The Property Owners are appealing the determination by the HPC that the Property is eligible for historic designation.
- City Council determined on April 3, 2018, that the property was NOT eligible for historic designation.
- City Council's determination expired on April 3, 2023.
- HPC determined the Property was eligible for historic designation on April 17, 2024.

2601 S College Ave.

Commonly Known as The Mazda Dealership



Criteria for Historic Eligibility

For a resource to be eligible for designation as a landmark under the Code, it must possess both **significance** and **integrity**



Significance

“**Significance**” is “the importance of a site, structure, object, or district to the history, architecture, archeology, engineering or culture of our community, State or Nation.” *City Code, § 14-22*. The criteria include:

(1) events

~~(2) persons/groups~~

(3) design/construction

~~(4) information potential~~

Integrity

“**Integrity**” is “the ability of a site, structure, object, or district to be able to convey its significance.” *City Code, § 14-22*. The criteria include:

- 1. Location**
- 2. Design**
- 3. Setting**
- 4. Materials**
- 5. Workmanship**
- ~~6. Feeling~~
- ~~7. Association~~



Natalie Feinberg Lopez, APTI RP

- Consulting in technical preservation and conservation analysis for 25 years.
- Extensive Experience With Mid-Century Modern Structures
- Acted as Principal Planner for the Historic Preservation Department for the City of Aspen



BUILT ENVIRONMENT EVOLUTION
Preserving the Past Transforming Tomorrow

Is the Property Eligible for Landmarking

CRITERIA 1

CRITERIA 3

INTEGRITY

EXCELLENCE IN PRESERVATION

Review of Criteria 1 - Significance related to Events



- development would have happened without this property
- misplaced importance
- cannot transfer importance
- Original use is no longer an option

Quote from Chris Conway, HPC meeting 04/17/24:

“Some of these trends are things that were going to happen to Fort Collins anyways...I think Fort Collins would look the same whether or not the Ghents opened the property [i.e. the Property] in 1966 in the South side of town.” 2:22:30

Review of Criteria 1 - Significance related to Events



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- development would have happened without this property
- misplaced importance
- cannot transfer importance
- Original use is no longer an option



Is the Property Eligible for Landmarking

X CRITERIA 1 - not applicable

- Development in area would have happened anyway
- Misplaced importance
- Cannot transfer importance
- Original use is no longer an option

CRITERIA 3

INTEGRITY

EXCELLENCE IN PRESERVATION

Review of Criteria 3 - Design and Construction



- Not a great example of the Architectural Type Mid Century Modern, Scale of 1-10 = 1-1.5
- Not an excellent Architect or Craftsman
- One elevation cannot be used to determine eligibility of the whole site
- There are more than 20 buildings of a similar time period in the adjacent neighborhoods, rarity cannot be used for determination

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Is the Property Eligible for Landmarking

X CRITERIA 1 - not applicable

X CRITERIA 3 - poor example

- Not a great example of the Architectural Type Mid Century Modern, Scale of 1-10 = 1-1.5
- Not an excellent Architect or Craftsman
- One “cool” elevation cannot be used to determine eligibility of the whole site
- There are many buildings of a similar time period, rarity cannot be used for determination

INTEGRITY

EXCELLENCE IN PRESERVATION

Integrity



- Changes over time
- Deterioration
- Change in use required
- Meeting energy standards would require significant changes



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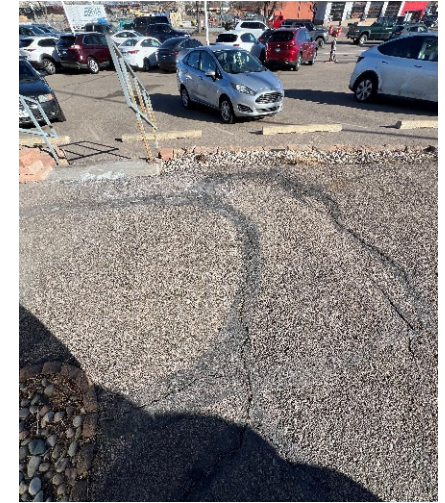
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Integrity



The seven criteria are:

- Location
- Design
- Setting
- Materials
- Workmanship
- Feeling
- Association



Is the Property Eligible for Landmarking

X CRITERIA 1

X CRITERIA 3

X INTEGRITY

- Changes over time
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EXCELLENCE IN PRESERVATION

Excellence in Preservation



- Not the correct location, difficult to see and experience
- Will not draw tourist and commerce
- Will not enhance the neighborhood
- Will not enhance the community



Is the Property Eligible for Landmarking

X CRITERIA 1

X CRITERIA 3

X INTEGRITY

X EXCELLENCE IN PRESERVATION

- Not the correct location, difficult to see and experience
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Is the Property Eligible for Landmarking

- X** CRITERIA 1
- X** CRITERIA 3
- X** INTEGRITY
- X** EXCELLENCE IN PRESERVATION

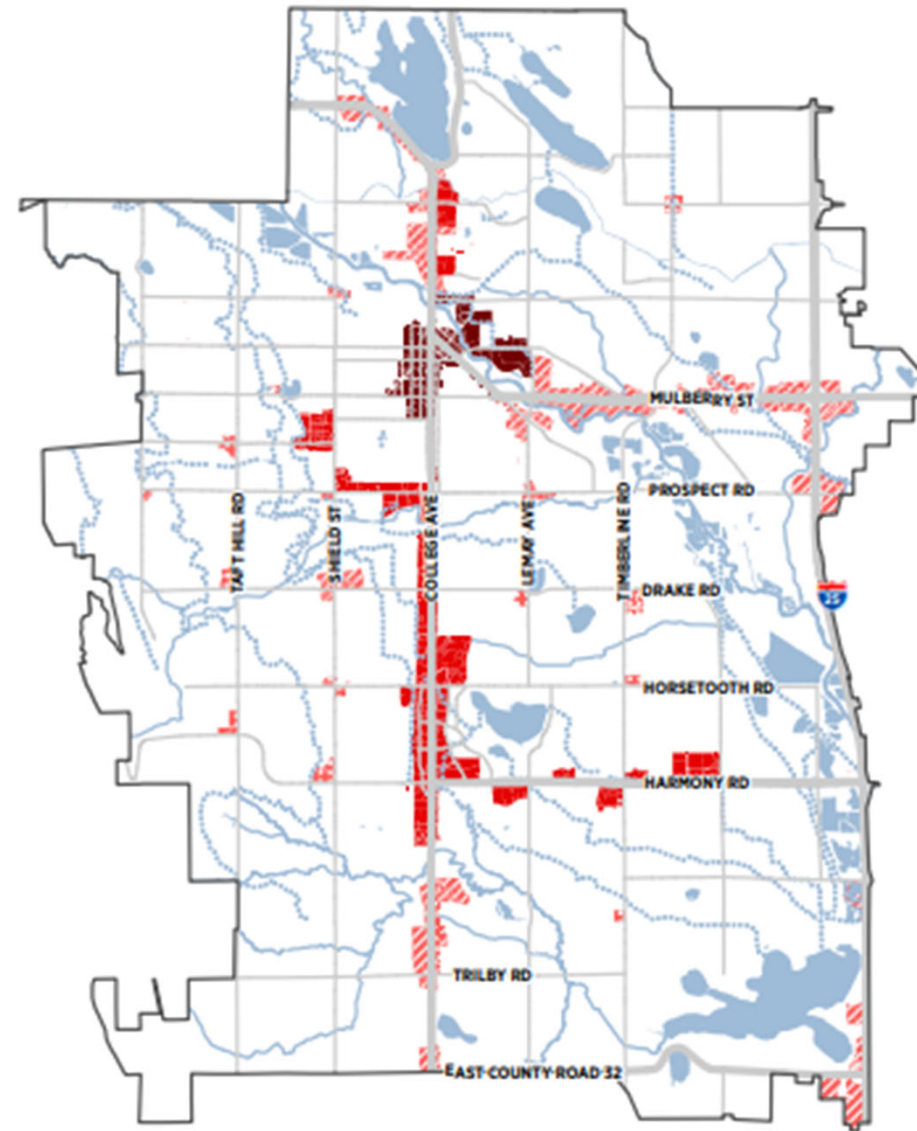
CONCLUSION:

- Poor choice of building for the Historic Preservation Program
- Undermines the integrity of the HP program
- Does not enhance the community, while putting a significant burden on the owner
- Document the building and “Let it Go”

Structure Plan

Some existing Urban Mixed-Use Districts may include pockets of lower-intensity, auto-oriented uses; however, these areas should be encouraged to transition to a vertical mix of high-density development through infill/redevelopment, particularly near BRT stations.

Mixed-use districts are the locations in the community most likely to experience significant changes in density, intensity and land use. The continued redevelopment and revitalization of established mixed-use districts along existing or planned high-frequency transit corridors will continue to be a priority. The gradual transition of existing, auto-oriented mixed-use districts will be encouraged to help maximize available land and infrastructure, as well as to support other community objectives, such as expanded housing options, improved access to services and a more robust transit system.



Downtown District

Urban Mixed-Use Districts

Midtown Plan

Focuses:

- Higher intensity,
- Mixed use redevelopment
- Excellence in design
- Inviting streetscapes

“Key Streetscape Node”



Purposes – Section 14-2 of the Code

- *“Foster civic pride in the beauty and accomplishments of the past”.*
- *“Stabilize or improve aesthetic and economic vitality and values of such sites, structures, objects, and districts”.*
- *“Promote and encourage continued private ownership and utilization of such sites, structures, objects or districts now so owned and used, to the extent that the objectives listed above can be attained under such a policy” and “promote the USE of important historical, archaeological, or architectural sites”.*
- *“Promote good urban design”.*

Public Comment

- *“It has come to my attention that the **ugly** building located on the SW corner of Drake and College has been designated as a historical site and that this designation is being reconsidered. I believe that the **historical designation is inappropriate and shortsighted** as it is inconsistent with the current and future redevelopment of the mid-town corridor as it will create a **blighted eyesore** along college avenue in addition to effectively smothering the redevelopment of the site on which it is located into much needed high density living units which is consistent with our city’s objectives to provide more urban housing. I urge the Historical Committee and the City Council to remove the historical designation for the betterment of our community.”*
- *“**There is very little, if anything, that makes one look at that building and find it culturally/historically relevant...with all of the allowed renovation and new build within mid-town Fort Collins, the southwest corner would be a great location to allow change to occur to make what sits on that corner much more aesthetically pleasing to all.**”*

Comments by Historic Preservation Commission

- Commissioner Conway: “Preventing the development of housing along a transit corridor **goes against some of the goals that are outlined by the Historic Preservation Commission**...including equity and sustainability. It seems to me that housing around transit has to be part of thinking about historic preservation being an ally for sustainability rather than pulling back from it.”
- Commissioner Wilson: “I simply thought that the **bar was a little low** for this property. And I appreciate it, but...I want to balance what the potential of this location and some of the other needs it could meet within the community.”

No Changes Since 2018

- No new discoveries about the property.
- No substantial changes to the criteria.



Thank You



**“Old does not
necessarily mean
historic”**

-Mayor Troxell 2018

Brownstein

June 4, 2024